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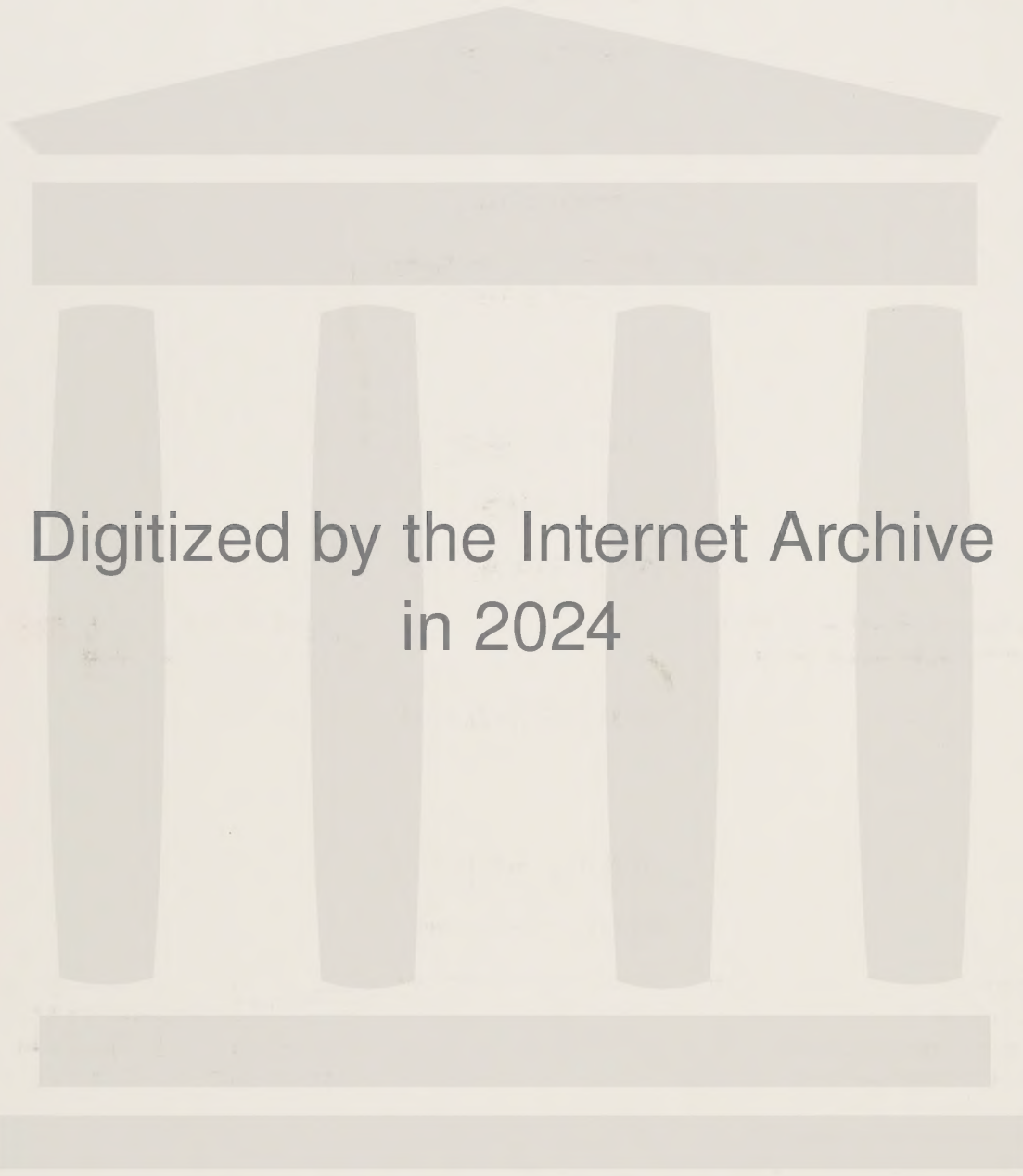


Downtown Study

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CITY OF REEDLEY

DOWNTOWN STUDY

Prepared by:

City of Reedley Planning Department

March 24, 1986

CITY OF REEDLEY

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DOWNTOWN STUDY

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SECTION I.

INTRODUCTION

This study was first considered by the City Council in May of 1985 during a 45-day emergency ordinance enacted to impose a moratorium. The moratorium precluded any development in the downtown area until the area was studied in regard to the continued revitalization potential. The information presented and the community support received during this preliminary review resulted in the Council extending the moratorium and authorizing staff to proceed with a study of the downtown core area of the City of Reedley. The area of the study is on and between "G" and "I" Streets and between Reed and Dinuba Avenues.

This study is a continuing step in the revitalization effort which has been implemented by the downtown merchants and other parties interested in the health of downtown Reedley.

SECTION II.

SUMMARY

A splashing fountain in the center of a landscaped plaza with shade trees gracing gently rolling grass berms is a vision that provides a tremendously appealing picture of the opportunity present in Reedley's downtown core. The architectural students, who conceived this vision of downtown Reedley, were creative young people visiting Reedley for the first time to prepare a downtown design plan. The lack of relief from the valley's summer heat, while exploring the downtown corridor, inspired the students to find solutions that keyed on cooling the pedestrian environment and making it more appealing.

To make this vision a reality, one of the main goals of this study will be to identify physical improvements which could benefit and beautify the downtown and then identify the areas in which the City may be able to help attain these improvements through land use decisions and policy direction. The objectives of the physical improvements proposed in the study are as follows: To provide a central focus in the downtown, to provide continuity between "I" and "G" Streets, to delineate the downtown retail area, to improve the appearance of the entry streets to downtown, to provide overflow parking, to improve traffic circulation to public parking lots, to beautify public parking lots, and to assure that the design and improvements of new development in the transportation corridor are in keeping with the policies adopted. Standards for physical improvements to private structures are recommended to be considered in a Historic Preservation Element of the General Plan.

Another goal of the study is to explore ways in which the City can join with other community interests to provide resources to the business sector. As part of this effort, information will be made available to businesses identifying changes in consumer behavior and lifestyles as shown through demographic information.

The benefit of the downtown study is that merchants and interested parties will know that there is a City commitment and policy direction for the enhancement of the downtown area. Defining the goals, objectives, policies, and implementation methods to achieve enhancement provides a clear-cut policy direction toward which to place available energies, resources, and funding. The goals of this study are attainable and can best be accomplished through cooperation and coordination between the private and public sector and efforts of the community.

SECTION III.

EXISTING CONDITIONS

Reedley's downtown core is important because it is literally the heart of the City. Development policies adopted over the years have kept the downtown in a central location in the community. The larger central core of the City is separated and distinct from the rest of the community in that the street orientation is different. The streets are at a 45-degree angle to the rest of the community which sets it apart. The community-wide circulation provides good access to the downtown from most collector and arterial streets existing and proposed in the community.

The area under moratorium has three distinct sections. "G" Street is the main retail commercial street with commercial service and industrial uses beyond the three and one-half blocks of the central retail core. The downtown core also has public parking lots to the rear of the stores across the alley to "H" Street. Truck traffic is prohibited on "G" Street.

The railroad transportation corridor separates the City and has two main lines, the Southern Pacific and the Atchison Topeka & Santa Fe, and numerous spur and drill lines. This area is zoned for Light Industrial use and is only partially developed. Many parcels are vacant and in a deteriorated condition. The railroads make approximately eight trips per week through this area. There is not any passenger train service.

"I" Street is predominately a commercial service and industrial area with large industrial uses on the railroad side of the street and heavy commercial with some remnants of scattered retail commercial uses on the other side of the street. "I" Street is a truck route and heavily used for localized truck use and through truck use. There is vacant property and under-utilized property within this section.

"G" Street and adjoining portions of 10th and 11th Streets are the main streets through the central commercial area and is the downtown pedestrian shopping area. These streets are lined with one and two-story commercial structures which gives the area a "main street" image. Light poles, traffic equipment, trash receptacles, and other items line the busy 12-foot wide sidewalks. Parking in the retail core is angled, and moderate to heavy vehicular traffic is common on these streets. Most sites are completely built out with structures. There is very little open space or greenery.

The City and County governmental offices are located adjacent to the downtown core. Other public property in the downtown area is the public parking lots, water towers, museum, and a public park.

With the exception of the property under the railroad ownership, the majority of the ownership within the study area is local. The small percentage of non-local ownership is typically branch offices for large corporations.

SECTION IV.

HISTORY OF DOWNTOWN REVITALIZATION EFFORT AND ARCHITECTURAL STUDENTS' REVIEW

Main Street Program:

In September of 1982, the Fresno County Community Development Department initiated a program of downtown revitalization using the "Main Street" model. The City of Reedley expressed interest in

participating in the program and was chosen by the County as one of two cities to host the program. The "Main Street" program is designed to enhance the downtown business atmosphere through organization, promotion, design, and diversifying the downtown economy. It includes the philosophy of adaptive reuse of existing buildings.

The program was developed by the National Main Street Center of the National Trust for Historic Preservation. The principles of the "Main Street" methodology are as follows: Comprehensive approach, incremental process, self-help program, public/private partnership, use of existing assets, emphasis on quality, focus on changing attitudes, and implementation-oriented process.

A series of workshops were held starting in January of 1983 to explore the purposes of a downtown project. At the beginning of the program a committee system was established consisting of a structure/organizational committee to establish the groundwork for an organization, a finance committee to explore methods of funding, an advertising/promotions/marketing committee to coordinate downtown promotion, and a design committee to explore the possibilities for the physical improvement of downtown. The committees were comprised of people representing a full range of community interests and a comprehensive review of the downtown area was initiated. With the support and encouragement of the City Council, the commitment of City staff time, and the technical organizational skills of County representatives, a central business district association called the Reedley Downtown Association (RDA) was established. A 15-member board of directors comprised of key community business leaders started a membership drive to obtain funding and soon hired a downtown manager. The established committees then made recommendations to the new board of directors. The structure committee and the finance committee have been dissolved since the organization is now in-place and funded. Committees are now appointed as needed and are chaired by members of the board in the area of their interest.

During 1985, there was discussion in the Reedley Downtown Association of merging with the Chamber of Commerce in the belief that some of the community-wide activities conducted by the RDA were areas which were the responsibility of the Chamber of Commerce. From these discussions the business license fee was increased and the funding from the increase was used to hire an executive director for the Chamber of Commerce. The RDA does not now fund a downtown manager and is now concentrating in the area of a downtown streetscape project and promotional activities.

At the beginning of the program, an application for an Historic Resources Survey Grant was made by the County on behalf of the City and the local Historical Society. The grant was approved by the State and the survey was conducted. Although this action was separate from the Downtown Revitalization Program, it was initiated as a component of the overall program to identify historic structures and to encourage use of existing buildings by capitalizing on their historic character as envisioned in the "Main Street" film. Committees explored such areas as facade improvement and sign guidelines with this in mind.

During the past three years of revitalization efforts, the ground work has been started both through the public and private sectors for many projects. The results of these ongoing projects will be apparent in over time as they are completed. Examples of some accomplishments to this point are the completion of a market study in January of 1985, which has had a significant effect on decisions of some new businesses to locate in Reedley. Community Development Block Grant funding in the amount of \$112,500 has been obtained for a streetscape project. A committee of the downtown association is in the process of coordinating and preparing the downtown streetscape plan with a target date of street tree planting in the summer of 1986. "H" Street, which had been unimproved, will soon be reconstructed and provide better access to the rear parking areas, and 10th and 11th Streets have been resurfaced and restriped. A new storm drain system will be installed in conjunction with the "H" Street reconstruction which should resolve flooding problems. During this same time period, private sector projects totaling close to 2 million dollars in valuation were completed in the downtown area. A complete listing of improvements to the downtown area are in Appendix No. 11.

Architectural Students' Review

The Reedley Downtown Association, with support from the City, made arrangements with the local chapter of the American Institute of Architects to sponsor an intensive 3-day downtown study to be conducted by 5th year architectural students and instructors from Cal Poly, Fresno State, and other area universities and colleges. Local practicing architects also participated to provide professional advice and direction. The group was given very little direction and did not consider zoning or existing conditions only what they believed would improve and be beneficial to the downtown core. The results of this team effort is a series of architectural drawings showing potential design and physical improvement to the downtown core. These proposals represent the best thinking of the group involved, the majority of whom had never been to Reedley. The plan developed by the students was well received by the community and contained the following ideas and concepts.

1. The downtown needs a focal point.
2. "G" Street and "I" Street are separated by the railroad corridor and do not have any connecting features.
3. There is not a clear entry to the downtown.
4. The downtown is devoid of greenery and pedestrian amenities.

To provide a focus for the downtown area, a clear entry, a connection across the railroad corridor, and beautification, the students recommended the following courses of action:

1. Use of the old grainery building in the railroad corridor on 10th Street as a farmers' market and the vacant parcel across the street between 10th and 11th Streets as open space with a park-like setting. The two areas would be visually connected by an orchard which would also reflect Reedley's agricultural heritage and beautify an area which is visually unattractive.
2. "G" and "I" Streets could be connected by public improvements such as sidewalks, street trees, and landscaping. This would have the added benefit of beautifying the entries to downtown and providing more convenience for pedestrians crossing the railroad corridor.
3. Street trees and other landscaping was proposed throughout the downtown core.
4. Street corners and intersections were redesigned to provide convenience for pedestrians.
5. Public parking lots were more fully landscaped.
6. A method of providing access to "G" Street from the rear public parking lots was also designed. Two stores were linked together or one large store divided by a central passageway designed with landscaping and skylights for attractiveness. Individual spaces were then designed to face the passageway and benefit from the concentration of pedestrian traffic. It also has the benefit of making effective use of the space available for retail purposes since the rear portion of many buildings are not used and the design provides an attractive and appealing means of access to "G" Street shopping.
7. The students recognized Reedley's strength as a historically significant downtown and, in their renderings of the downtown elevations, recommended returning structures to their original beauty. Colorful awnings were shown as accents to the natural beauty of most buildings.
8. The parcel where Art's Garage was located on the southeast corner of "G" and 12th Streets is shown as a small park area.

9. The downtown clock is shown in three different locations within the downtown core.
10. The students also showed a continuation of the streetscape on "I" Street at the 10th Street intersection. The majority of uses at this intersection are of a retail character and the intersection is a link to the central business district.
11. A landscaped planter was shown between "I" Street and the packing sheds and street trees were carried down the west side of "I" Street in the vicinity of the restaurants and markets between 13th and 14th Streets.

SECTION V.

ISSUES AND OPPORTUNITIES

Providing a Focus - Land Use Considerations:

After review of the entire downtown core and the architectural students' ideas, the study focus has been narrowed to a few main issues. The most important policy issues which can be directed by the Council at this point being land use considerations in the following areas:

1. The consideration of encouraging and supporting a farmers' market or retail center concept in the old grainery building between the railroad tracks facing 10th Street.
2. The recommendation to change the land use designation of the parcel across the street between 10th and 11th Streets from Industrial to Open Space and public facilities to allow for open space in a park-like setting and the possibility of overflow parking.

The farmers' market and open space work together as an integral unit and as conceived by the architectural students provide a tremendously appealing focus in the downtown area. One use without the other does not provide the same amenities and impact as the students' vision of the farmers' market building which fills up its site and needs an open and outdoor environment in close proximity. In addition, the site could provide parking conveniently located adjacent to the farmers' market and overflow parking for the downtown core.

The farmers' market or retail center concept is for the future needs of downtown and would allow commercial expansion of the downtown without creating a strip commercial situation. Development may not now be feasible at the current population level in the community and surrounding areas. There have been ideas expressed that development could also take other forms such as development with a tourist orientation, a cultural center, or a development with an amusement or fair type atmosphere. Until the time such a change may be economically enticing, the recommendation is to allow continued industrial use of the existing structure and adopt a General Plan policy that a retail commercial land use designation would be supported.

The idea of a fruit orchard to beautify the railroad corridor is not practical in the sense of care and maintenance, although continuity between the sites and beautification can be accomplished by many other types of trees and greenery.

Beautification of this area also provides the important benefit of an attractive entry to the downtown and continuity between the commercial enterprises on "I" Street and the downtown.

The importance of non-developed open space and greenery in the downtown core is more than just beautification of an unattractive strip through the center of town. It would provide, in addition, a place

of a grander scale where the atmosphere is distinctly different from the surrounding uses and where there is room for possible art objects or placement of some type of marker or delineation of the community's significance. It can provide a plaza or oasis type of environment which is appealing to people in a visual way that a sidewalk, buildings, or developed area cannot duplicate. The ability of this type of environment to attract people, is important when considering that Reedley's downtown is totally developed with structures, sidewalks, and parking lots. There are not now any natural features to make people feel a sense of place in being downtown or to draw them back. Open space is a limited commodity in the downtown area which makes it more valuable and increases the impact. Flowering trees, shrubs, and plants would add a new dimension to the downtown that would attract people to view the beauty that can happen in the downtown core.

Mall psychology emphasizes the blend of displays of trees, plants, skylights, fountains, areas which are restful and attractive to the shopper with the availability of merchandise selection and type in close proximity. It's a highly successful combination and one which Reedley has the opportunity to develop by converting a presently visually, unattractive railroad corridor into a beautiful and appealing central focus to the downtown.

Other Land Use Considerations:

There is very limited developable land in the downtown core and for this reason there are not any recommendations for additional open space in those areas which are undeveloped on "G" Street.

In considering the review of land uses from industrial to open space and commercial, it was necessary to review the availability of industrial versus commercial land inventories. There is support for a change from industrial to open space and commercial uses since Reedley has considerable area designated for industrial uses in the Southeast Reedley Industrial Area Specific Plan. This area contains 640 acres and does not represent all of the industrial land designated in Reedley. There is, on the other hand, a lack of area in close proximity to the downtown which can be used for commercial or open space purposes. The location of the property proposed for land use changes is a critical factor. To be successful, any commercial extension to the downtown must be located in the area of greatest commercial concentration and be an identifiable, cohesive, and unified area, which can be easily reached by pedestrians. The land use design as proposed would provide a situation in which parking would be in the center providing access both to "G" Street shopping or uses of the open space and retail uses when development of the grainery building is realized. This concentration of retail is more desirable and appealing to consumers than extending commercial down the main street which creates a strip commercial shopping area which inhibits pedestrian movement and stimulates vehicular traffic which causes congestion. The two areas can be further integrated by public improvements, landscaping, banners, and some type of informational kiosk showing a downtown map and directory.

After a complete review of existing conditions in the downtown, there are no other proposals in this study for changes in the zoning, General Plan, and/or circulation and access in the downtown.

Streetscape Project:

Street trees can help to cool the sidewalk area which is important because, in a typical downtown, that is where the shopper spends a great deal of their time. Since the sidewalks already house so many fixtures, it will be important that street trees or planters do not overcrowd and limit sidewalk space. A streetscape design must also be sensitive to the scale and appearance of the downtown so it does not appear that a modern, new streetscape was dropped into a historic downtown atmosphere. The improvements will act as a background to downtown business and will more clearly define the boundary or edge of the downtown retail area. Members of the Reedley Downtown Association have indicated that provision of street trees are their first priority and have designated a committee to achieve this

priority. The City has set aside \$112,500 of Community Block Grant Funds and has offered an additional \$20,000 to be matched by the merchants for this project. The merchants initiated, and the City Council approved, a streetscape boundary and adopted the provision for a one-time assessment to raise the merchants' share of the cost. Also adopted was a maintenance assessment which will fund the long-term maintenance and upkeep of the project to assure a pleasing downtown environment.

Economic Factors:

Regional commercial development in the central valley is increasing. Fresno has a regional mall, and Clovis and Visalia are courting new regional development. The main purpose of these centers, as the name implies, is to draw shoppers from a very large radius.

Due to the astronomical cost of the regional center, there is also a trend emerging for shopping centers to develop smaller, more intimate centers and provide more one-stop personalized shopping for such items as drugs, notions, and food services. Reedley has commercial locations outside the downtown which could further develop in this smaller shopping center concept.

The market study completed by Economic Research Associates in January of 1985 shows Reedley is experiencing a high level of sales leakage that could be recaptured.

Existing Favorable Conditions:

1. The existing downtown is intact and in most areas maintains its original character.
2. The downtown has more parking spaces per square foot of commercial space than most shopping centers. Reedley's downtown parking ratio is one space for each 407 square feet of total building area. Most shopping centers have one space for each 600 to 800 square feet of floor area used by the public. This does not count storage, private office space, and other non-public uses.
3. Reedley's location at the midpoint, between Fresno and Visalia, places Reedley just outside the trade area boundary of the larger cities which gives Reedley the advantage to maintain its own retail viability and to retain consumers. Fresno's regional trade area does include Reedley since Manning Avenue provides convenient access to Fresno.
4. Fresno County development policies do not allow commercial or high density residential growth in County areas in close proximity to existing cities.
5. Past and existing General Plan policies of the City of Reedley have concentrated retail zoning in the downtown and have provided for higher density residential development adjacent to the downtown.

Changes Effecting Existing Situation:

1. New retail attractions, such as the new shops downtown and development of the proposed shopping centers, will bring in new shoppers to Reedley and provide an opportunity for existing business to recapture some of the sales leakage.
2. Outside pressures are intensifying in the form of regional shopping centers which could draw shoppers out of Reedley for comparison shopping goods (general merchandise). Stores providing comparison shopping goods are the predominant mix of the downtown.

3. The City is growing and, as it grows, there will be fewer shopping decisions made based on community loyalty and more decisions based on merchandise selection, cost, and availability.

Timing & Direction:

Timing is another important aspect in consideration of the downtown plan. The timing is opportune to be thinking and acting on improving and enhancing the downtown atmosphere. The pitfalls in not taking action are that Reedley can be left behind as the aggressive marketing and the aesthetically pleasing environment of the shopping centers draw more and more customers. The opportunities in taking action is that the downtown can provide a different shopping experience and atmosphere and capitalize and build on those strengths. Reedley downtown has the potential to be a strong and vibrant market area even in the shadow of the large centers.

One of the purposes of this study is to help establish a direction now while the downtown retail climate is relatively healthy and before proposed regional and local malls become a reality. Also, there is still vacant land adjacent to the central core, and direction needs to be established at this time before the opportunities possible are lost through existing development policies. Focusing on the downtown and reviewing the downtown in the context of current economic and marketing realities will be beneficial in consideration of what changes may be needed to meet the future needs and expectations of citizens. Identifying what steps are necessary to realize the downtown potential is important so the public and private sector have a direction to place energies and funding. Some of the potentials identified throughout this study will not happen immediately but will happen gradually as the community grows.

Some studies of failing downtowns have shown that it isn't always the shopping malls that turn downtowns into ghost towns but the fact that the downtowns were not responsive to changes in consumer needs and desires and did not plan to adequately expand their market area to provide expanded business opportunities.

Historic Center:

When downtown revitalization was initiated and the merchants formed an association, the association made an informal decision as to the direction of the downtown area. One option was the establishment of a redevelopment agency which provided the possibility of clearing sites large enough in area to provide retail square footage and parking at a location which would attract a major downtown tenant. The chosen option was to maintain Reedley's identity as a historic center through revitalization and enhancement of the historic qualities of the existing downtown.

To realize the potential of the downtown as a historic center, it is desirable to create an atmosphere of quality and set high standards of development to maintain the quality and desirability of downtown. To not capitalize and improve on the strong existing characteristics of the downtown poses the danger that the downtown would not present a progressive appearance and would instead appear old and outdated rather than historic.

Currently, there is no public policy protection or direction formally adopted to complement the downtown's decision to maintain a historic center. Much has been accomplished on a voluntary basis with two buildings placed on the National Register of Historic Places and various building improvements completed which enhance the historic beauty of the structures. A historic Resources Survey has been completed which documents the historic significance of the downtown area and provides an excellent basis for a special designation of the downtown core. There are many benefits to consider in establishing an official historic designation in the downtown. There are tax benefits, new funding

sources, and the prestige and drawing power of an official historic designation. It can be used in marketing and drawing investors and also can be structured to protect the existing historic character. Also, enhancement of existing buildings does not take a major investment.

Demographics & Other Resources:

One of the most important resources available to business is demographic information. The ability to know and understand how lifestyles and population trends are changing can make the difference between a successful, flourishing business and a floundering business. Since 80% of new businesses fail nationwide within three years and 90% within five years, there are obviously many people who are not prepared for the business world. Reedley has, in the past three years since the initiation of the downtown association, seen many businesses come and go in the downtown area. A recent positive trend has been the location of many small specialty shops in the downtown. Another trend has been a dramatic increase in the number of small businesses that start as home occupations. These trends reflect a strong need for an information resource that can be made available to the operators of small businesses. Reedley has many resources available through the business department of the college, the Reedley Downtown Association, the Chamber of Commerce, and the City. Finding a means of coordinating and channeling the expertise of these agencies in a way which would be mutually beneficial to all involved would help to strengthen the business community as a whole.

Public Sector/Private Sector Involvement:

The public improvements proposed as part of this study illustrates the public policy commitment towards the continued strength of the downtown core. The key to success of the public investment is to encourage reinvestment and interest from the private sector in downtown. Improving and beautifying rear parking lots won't help if a shopper can't conveniently travel from the parking to the shopping area. The improvement of the alley view of buildings and, more importantly, the opening of more rear exits is the most critical need in the downtown to connect convenient parking with shopping.

Some of the design suggestions of the architectural students, such as the method of providing passageways from rear parking to "G" Street and maximizing the use of retail space that fronts on the passageways, will be in the realm of implementation by the private sector. The City will encourage the use and make available these design ideas to any interested parties.

Scope of Study:

The aspects of marketing promotions, merchandising, etc., are not a direct part of this study as these are the areas in which the merchants, the Reedley Downtown Association, and the Chamber of Commerce are more knowledgeable and actively involved.

SECTION VI.

GOALS, OBJECTIVES, POLICIES, AND IMPLEMENTATION

Goals, Objectives, and Policies:

This section of the downtown study contains a statement of goals, objectives, and policies to guide decisions for the future development of the project area.

- A goal is an expression of an ultimate idea to be achieved towards which community efforts can be directed.
- An objective is a specific means to attain that goal.
- A policy is the course of action to be taken by legislative bodies which will contribute towards achieving these goals.

The goals, objectives, and policies, when officially adopted by the City Council, become public policy. They will then serve to guide day-to-day decision making by public officials, administrators, and others that are responsible for shaping the area's future.

The policy plan will also serve as a means of coordinating with other agencies on decisions that affect urban growth and development. It will also provide an element of stability and consistency in the planning program by facilitating public understanding and public participation.

Overall Goal:

The goal of this study is to help promote physical improvement and economic health of the central business district area. A healthy central business district can do more than meet the shopping needs of an area. It can furnish expanded business opportunities for area residents, provide a gathering place for community events, and support overall City prosperity through sales tax revenue. The condition of the central business district reflects the economic health and vigor of the entire community. The central business district serves as a focus of community pride and identity and, as such, is a symbol of a community's strength and quality.

GOALS, OBJECTIVES, POLICIES, & IMPLEMENTATION

This section provides objectives, policies, and implementation ideas to help obtain the goal outlined and to help implement the ideas generated by the architectural students.

1. Goal: Concept approval for the future use of the existing grainery building located in the railroad corridor as a farmers' market or retail center.
 - a. Objective - To highlight and use a historically significant structure in a manner which provides a substantial benefit to the downtown area and provides additional retail development capabilities in an area where the majority of the retail commercial property is built out.
 - b. Policy - That any policy concerning redesignation of the grainery building and its surrounding parcel for retail expansion be considered at such time in the future when commercial development may be more imminent or appropriate.
2. Goal: Recommend open space and parking lot development of vacant property within the railroad corridor between 10th and 11th Streets.
 - a. Objective
 - 1) To provide a central focus and gathering place in the downtown area.
 - 2) To provide a means of continuity between "I" and "G" Streets.

- 3) To beautify the two main entries to the downtown area.
- 4) To provide open space for outside display and to complement and enhance any future retail development in the area.
- 5) To provide a catalyst and environment for further improvements by the private sector.

b. Policy

- 1) That the land use designation on one half of the property divided east and west towards the 10th Street frontage, located between 10th and 11th Streets and between the two main railway lines, be redesignated on the General Plan from Limited Industrial to Open Space and Public Facilities. (See map at end of study.)
- 2) That the open space area not be developed as a park but in the design of a commercial plaza where the visual and aesthetic improvements are stressed rather than the functional and that the design and landscape materials discourage pedestrian traffic from crossing the tracks except in designated areas.

c. Implementation

- 1) The establishment of a design plan of an open space area and an overflow parking area with the largest area designated for parking.
- 2) To explore the possibility of grants for funding the purchase of this property for open space and public facilities and to otherwise budget or explore possibility for the purchase of this property.

3. Goal: The planting of street trees in the Downtown Core.

- a. Objective - To beautify, cool, and soften the downtown shopping atmosphere through planting of street trees and landscaping.
- b. Policy - The City shall continue to work with the Reedley Downtown Association to accomplish the planting of street trees and other downtown improvements such as benches.

c. Implementation

- 1) The City, with the support of the Reedley Downtown Association, has obtained the majority of the streetscape funding through the Community Development Block Grant Program.
- 2) The City has agreed to \$20,000 investment to be matched by the Reedley Downtown Association.

4. Goal: Upgrade and landscape public parking lots to help encourage beautification and cleanup of privately owned rear entries to businesses to stimulate better use of existing parking.

- a. Objective - To encourage the beautification of rear entries of businesses that adjoin public parking lots and to open and mark rear entries to encourage access to "G" Street from public parking facilities to take advantage of existing parking.
- b. Policy - The public parking lots will be upgraded and landscaped to provide a more appealing appearance to users/shoppers.

- c. Implementation - Rear entry upgrading through private investment by store owners. Beautification of parking lots through City funding, volunteer participation, and various service agencies.

5. Goal: Preparation of a Historic Preservation Element of the General Plan.

a. Objective

- 1) To provide direction for the enhancement of Reedley's downtown as a historic center and protection of the historic integrity of the downtown core.
- 2) To help in developing a regional and community awareness of Reedley's distinctive historical character which will in-turn provide an additional marketing tool for businesses.

b. Policy

- 1) That the City will prepare a Historic Preservation Element of the General Plan which will include the identification, establishment, and protection of sites and structures of architectural, historical, or cultural significance in the downtown area.
- 2) The Historic Preservation Element will include guidelines on design standards for private sector improvements to the downtown in such areas as building improvements or additions, signage, lighting, awnings, entrance design, color, and other relevant areas.

c. Implementation

- 1) With support and direction from the business community, the historical society, and other interested parties, the development of a policy direction for consideration by the City Council to be implemented through the Historic Preservation Element of the General Plan.
- 2) The Historic Preservation Element will show the various alternatives and choices available through historic preservation including opportunities for tax benefits and funding sources.
- 3) For public awareness, the Planning Commission will conduct workshops illustrating these alternatives and degrees of historic preservation methods available including information on the benefits, ramifications, and requirements of each alternative.

6. Goal: The City will make available demographic information and help to coordinate between agencies that can provide resources to the business community.

a. Objective

- 1) To provide access to information which will be beneficial to the business community in regard to demographic trends, lifestyle changes, marketing, and other small business needs.
- 2) To explore the means to achieve coordination between the many resources available to the business community in Reedley.

b. Policy

- 1) It shall be the policy of the City of Reedley to help provide a link between the various other entities which can benefit the business community such as the college, the Chamber

of Commerce, the Reedley Downtown Association, the County-wide organizations, and Federal programs such as the Small Business Administration.

- 2) The City will provide and maintain current demographic data which will be readily available at City Hall in the Planning Department.
- c. Implementation - The City of Reedley will coordinate with and provide technical assistance to the Chamber of Commerce, Reedley Downtown Association, and other involved entities to provide a source of continuing support for businesses.
7. Goal: Explore redevelopment as a potential financing tool for improvements.
 - a. Objective - To help provide a portion of the financial means of upgrading the railroad corridor and the ability to offer development incentives and return the funds generated from improvements to the community to fund additional improvements.
 - b. Policy - To coordinate with the Chamber of Commerce in exploring the potential and ramifications of establishing a redevelopment project area.
8. Goal: Place portions of the railroad corridor adjacent to the downtown core under a Planned Unit Development Overlay Zone District.
 - a. Objective - To achieve a higher degree of design standards than currently provided by the City Code and to assure that design sensitivity is obtained on those properties that provide an entry to the downtown core and to achieve higher standards of landscaping, design, and compatibility with surrounding properties.
 - b. Policy - That a Planned Unit Development Zone district be placed on those properties within the railroad corridor between 8th and 12th Streets.
9. Goal: Complete "H" Street from 10th to 12th Street.
 - a. Objective - To improve traffic circulation to the rear parking areas and the downtown area in general.
 - b. Policy - That "H" Street will be improved from 10th Street to 12th Street.
10. Goal: To provide retail sales information specific to the downtown area.
 - a. Objective - To be able to separate downtown sales tax figures from community-wide figures to more accurately gauge downtown sales trends and identify needed retail services.
 - b. Policy - To adopt an ordinance requesting that the State Board of Equalization separate sales tax figures for the downtown area.

SECTION VII.

PRIORITIES

As a part of this study, priorities have been established so resources and funding can be applied in a manner which provides the greatest results and in areas which are the most timely. The phasing has been established in the following order as far as policy issues and improvements.

1. Initiate change of General Plan designation for open space/over-flow parking area in the railroad corridor between 10th and 11th Streets. (Map showing proposed land use designation at end of study.)
2. Streetscape in the central business district.
3. Initiate a zoning amendment to place the identified portion of the railroad corridor into a Planned Unit Development Overlay Zone District classification.
4. Improve and increase public parking lot landscaping. Resurface and consider redesign of parking areas for better use of the area available.
5. Actual development of the open space and over-flow parking in the railroad corridor.
6. Encourage streetscape improvement at the intersection of "I" Street and 10th Street.
7. "I" Street beautification.

SECTION VIII.

DEVELOPMENT POLICIES AND PROCESSES

After a review of General Plan policies and the zoning ordinance, there are not any recommendations for a change in the City's development policies or processes.

The City has in place adequate zoning controls in the area of commercial and industrial development. There is a Planned Unit Development Zone District that can be applied to properties where a greater degree of sensitivity to the surrounding area is desirable. The Site Plan Review process provides an opportunity to review development proposals and apply City Code requirements to the proposed improvements.

The City's current General Plan was adopted to be effective until 1990, which is less than five years away. A City-wide update will need to take place prior to 1990. At that time a more comprehensive review involving all aspects of the community will be initiated. The relationship of the downtown with the entire community will be further explored during this General Plan update. This study involves only the moratorium area with some exceptions.

This document should be adopted with the intent that it is flexible and can be changed and adapted to changing conditions, perceptions, and needs. Its purpose is to serve as a data base and guide to all future planning in this area.

File original and one copy with:

Space Below For County Clerk Only

H. L. MASINI, Fresno County Clerk
Room 401, Courthouse
1100 Van Ness
Fresno, California 93721
Mailing Address:
P.O. Box 1628
Fresno, California 93717

CLK-3003.00 E04 73 R04-74

Agency File No.:

LOCAL AGENCY
NEGATIVE DECLARATION

County Clerk File No.:

Environmental Evaluation No. 203

E-

Responsible Agency (Name):

Address (Street and P.O. Box):

City:

Zip Code:

City of Reedley

845 "G" Street

Reedley

93654

Agency Contact Person (Name and Title):

Area Code:

Telephone Number:

Extension:

Vi Grinsteiner, Planning Director

209

638-6881

219

Applicant (Name):

Project Title:

City of Reedley

Downtown Study

Project Description:

The downtown study area includes the area between North & Reed Avenues and "G" and "I" Streets. The study is a comprehensive review of this area including general plan, land use, zoning, and circulation aspects of the area. The downtown plan does not include any specific proposals for development of land within the plan area at this time. For this reason the proposed plan would not in itself create any environmental impact. Environmental discussion in the initial study relates to potential impact that could result from ultimate development of the proposals of the plan. The proposed policy changes would encourage retail use of a historic building between 10th and 9th Streets in the railroad corridor which is currently zoned for industrial use, and change the land use designation from Industrial to Open Space and Public Facilities on a parcel between 10th and 11th Streets in the railroad corridor. The concept behind the proposed changes is development of a retail center with access to a landscaped commercial plaza and parking area where downtown events can be held. These changes are proposed to benefit and beautify the downtown core. The land use changes proposed are actually less intense than the existing land use designations. All zoning ordinance requirements and general plan elements apply in review of the downtown plan.

Justification for Negative Declaration:

This project will have no significant impact on the environment for the following reasons:

1. The project does not have the potential to degrade the quality of the environment or reduce the diversity in the environment.
2. It appears that the project will not cause serious adverse public reaction based upon environmental issues.
3. The project does not affect any natural or manmade features unique in this area.

A detailed environmental impact report would not develop any new information and, therefore, is not justified.

FINDING:

The proposed project will not have a significant impact on the environment.

Newspaper and Date of Publication:

Review Date Deadline:

Reedley Exponent - March 27, 1986

Date:

Type or Print Signature:

Submitted by (Signature):

March 24, 1986

Vi Grinsteiner

Vi Grinsteiner

LOCAL AGENCY
NEGATIVE DECLARATION

County Clerk File No. E-

(Not to Exceed One Page)

CITY OF REEDLEY
INITIAL STUDY

NOTE: Includes required information for filing of a Negative Declaration

ENVIRONMENTAL EVALUATION NO: 203

DATE: March 21, 1986

PROJECT NAME: Reedley Downtown Study

APPLICANT(S) NAME: City of Reedley, 845 "G" Street, Reedley, CA 93654

SUBSEQUENT PERMITS TO BE ISSUED: _____

LEAD AGENCY: City of Reedley

I. ENVIRONMENTAL EVALUATION ASSESSMENT
(Explanations of all "yes" and "maybe" answers are included in Section III.)

A. Earth. Will the proposal result in:

YES MAYBE NO

- | | | | |
|---|----------|-------|----------|
| 1. Unstable earth conditions or in changes in geologic substractions? | _____ | _____ | <u>X</u> |
| 2. Disruptions, displacements, compaction or overcovering of the soil? | <u>X</u> | _____ | _____ |
| 3. Change in topography or ground surface relief features? | <u>X</u> | _____ | _____ |
| 4. The destruction, covering or modification of any unique geologic or physical features? | _____ | _____ | <u>X</u> |
| 5. Any increase in wind or water erosion of soils, either on or off the site? | _____ | _____ | <u>X</u> |
| 6. Changes in deposition or erosion of beach sands, or changes in siltation, deposition or erosion which may modify the channel of a river or stream or the bed of the ocean or any bay, inlet or lake? | _____ | _____ | <u>X</u> |
| 7. Exposure of people or property to geologic hazards such as earthquakes, landslides, mud slides, ground failure, or similar hazards? | _____ | _____ | <u>X</u> |

B. Air. Will the proposal result in:

- | | | | |
|---|-------|-------|----------|
| 1. Substantial air emissions or deterioration of ambient air quality? | _____ | _____ | <u>X</u> |
| 2. The creation of objectionable odors? | _____ | _____ | <u>X</u> |

	<u>YES</u>	<u>MAYBE</u>	<u>NO</u>
3. Alteration of air movement, moisture or temperature, or any change in climate, either locally or regionally?	_____	_____	<u>X</u>
C. <u>Water</u> . Will the proposal result in:			
1. Changes in currents, or the course or direction of water movements, in either marine or fresh waters?	_____	_____	<u>X</u>
2. Changes in absorption rates, drainage patterns, or the rate and amount of surface water runoff?	<u>X</u>	_____	_____
3. Alterations to the course or flow of flood waters?	_____	_____	<u>X</u>
4. Change in the amount of surface water in any water body?	_____	_____	<u>X</u>
5. Discharge into surface waters, or in any alteration of surface water quality, including but not limited to temperature, dissolved oxygen or turbidity?	_____	_____	<u>X</u>
6. Alteration of the direction or rate of flow of groundwaters?	_____	_____	<u>X</u>
7. Change in the quantity of groundwater, either through direct additions or withdrawals, or through interception of an aquifer by cuts or excavations?	_____	_____	<u>X</u>
8. Substantial reduction in the amount of water otherwise available for public water supplies?	_____	_____	<u>X</u>
9. Exposure of people or property to water related hazards such as flooding or tidal waves?	_____	_____	<u>X</u>
D. <u>Plant Life</u> . Will the proposal result in:			
1. Change in the diversity of species, or number of any species of plants (including trees, shrubs, grass, crops, microflora and aquatic plants)?	_____	_____	<u>X</u>
2. Reduction of the numbers of any unique, rare or endangered species of plants?	_____	_____	<u>X</u>

	<u>YES</u>	<u>MAYBE</u>	<u>NO</u>
3. Introduction of new species of plants into an area, or in a barrier to the normal replenishment of existing species?	_____	_____	<u>X</u>
4. Reduction in acreage of any agricultural crop?	_____	_____	<u>X</u>
E. <u>Animal Life</u> . Will the proposal result in:			
1. Change in the diversity of species or numbers of any species of animals (birds, land animals including reptiles, fish and shellfish, benthic organisms, insects or microfauna)?	_____	_____	<u>X</u>
2. Reduction of the numbers of any unique, rare or endangered species of animals?	_____	_____	<u>X</u>
3. Introduction of new species of animals into an area, or result in a barrier to the migration or movement of animals?	_____	_____	<u>X</u>
4. Deterioration to existing fish or wildlife habitat?	_____	_____	<u>X</u>
F. <u>Noise</u> . Will the proposal result in:			
1. Increase in existing noise levels:	<u>X</u>	_____	_____
2. Exposure of people to severe noise levels?	_____	_____	<u>X</u>
G. <u>Light and Glare</u> . Will the proposal produce new light or glare?			
	<u>X</u>	_____	_____
H. <u>Land Use</u> . Will the proposal result in:			
1. A substantial alteration of the present or planned land use of an area?	<u>X</u>	_____	_____
2. Conflicts with adopted land use policy for the area in which it is planned?	_____	_____	<u>X</u>
3. Convert prime agricultural land to non-agricultural use or impair the agricultural productivity of prime agricultural land?	_____	_____	<u>X</u>
I. <u>Natural Resources</u> . Will the proposal result in:			
1. Increase in the rate of use of any non-renewable natural resources?	_____	_____	<u>X</u>
2. Substantial depletion of any non-renewable natural resource?	_____	_____	<u>X</u>

	YES	MAYBE	NO
3. Significant changes in the temperature, flow, or chemical content of surface thermal springs?	_____	_____	<u>X</u>
J. <u>Risk of Upset.</u> Will the proposal result in:			
1. A risk of an explosion or the release of hazardous substances (including, but not limited to, oil, pesticides, chemicals, or radiation) in the event of an accident or upset conditions?	_____	<u>X</u>	_____
2. Possible interference with an emergency response plan or an emergency evacuation plan?	_____	_____	<u>X</u>
K. <u>Population.</u> Will the proposal alter the location distribution, density, or growth rate of the human population of an area?	_____	_____	<u>X</u>
L. <u>Housing.</u> Will the proposal affect existing housing or create a demand for additional housing?	_____	_____	<u>X</u>
M. <u>Transportation/Circulation.</u> Will the proposal result in:			
1. Generation of substantial additional vehicular movement?	_____	<u>X</u>	_____
2. Effects on existing parking facilities, or demand for new parking?	_____	<u>X</u>	_____
3. Substantial impact upon existing transportation systems?	_____	_____	<u>X</u>
4. Alterations to present patterns or circulation or movement of people and/or goods?	_____	<u>X</u>	_____
5. Alterations to waterborne, rail or air traffic?	<u>X</u>	_____	_____
6. Increase in traffic hazards to motor vehicles, bicyclists or pedestrians?	_____	_____	<u>X</u>
N. <u>Public Services.</u> Will the proposal have an effect upon, or result in a need for new or altered governmental services in any of the following areas:			
1. Fire protection?	_____	_____	<u>X</u>
2. Police protection?	_____	_____	<u>X</u>
3. Schools?	_____	_____	<u>X</u>
4. Parks or other recreational facilities?	_____	_____	<u>X</u>

	<u>YES</u>	<u>MAYBE</u>	<u>NO</u>
5. Maintenance of public facilities, including roads?	_____	X	_____
6. Other governmental services?	_____	_____	X
O. <u>Energy</u> . Will the proposal result in:			
1. Use of substantial amount of fuel or energy?	_____	_____	X
2. Substantial increase in demand upon existing source of energy, or require the development of new sources of energy?	_____	_____	X
3. Total estimated daily trips to be generated by the project and the additional energy consumed per trip by mode.	_____	_____	X
4. The project's projected transportation energy use requirements and its overall use of efficient transportation alternatives.	_____	_____	X
P. <u>Utilities</u> . Will the proposal result in a need for new systems, or substantial alterations to the following utilities:			
1. Power or natural gas?	_____	_____	X
2. Communications systems?	_____	_____	X
3. Water?	_____	_____	X
4. Sewer or septic tanks?	_____	_____	X
5. Storm water drainage?	_____	_____	X
6. Solid waste and disposal?	_____	_____	X
Q. <u>Human Health</u> . Will the proposal result in:			
1. Creation of any health hazard or potential health hazard (excluding mental health)?	_____	_____	X
2. Exposure of people to potential health hazards?	_____	_____	X
3. Create a potential public health hazard or involve the use in production or disposal of materials which pose a hazard to people or animal or plant population in the area affected?	_____	_____	X

	YES	MAYBE	NO
R. <u>Aesthetics</u> . Will the proposal result in the obstruction of any scenic vista or view open to the public, or will the proposal result in the creation of an aesthetically offensive site open to public view?	_____	_____	<u>X</u>
S. <u>Recreation</u> . Will the proposal result in an impact upon the quality or quantity of existing recreational opportunities?	_____	_____	<u>X</u>
T. <u>Cultural Resources</u> . Will the proposal result in:			
1. Alteration of or the destruction of a prehistoric or historic archaeological site?	_____	_____	<u>X</u>
2. Adverse physical or aesthetic effects to a prehistoric or historic building, structure, or object?	_____	_____	<u>X</u>
3. Potential to cause a physical change which would affect unique ethnic cultural values?	_____	_____	<u>X</u>
4. Restrict existing religious or sacred uses within the potential impact area?	_____	_____	<u>X</u>

II. MANDATORY FINDINGS OF SIGNIFICANCE

A. Does the project have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal or eliminate important examples of the major periods of California history or prehistory?	_____	_____	<u>X</u>
B. Does the project have the potential to achieve short-term, to the disadvantage of long-term, environmental goals? (A short-term impact on the environment is one which occurs in a relatively brief, definitive period of time while long-term impacts will into the future?	_____	_____	<u>X</u>
C. Does the project have impacts which are individually limited, but cumulatively considerable? (A project may impact on two or more separate resources where the impact on each resource is relatively small, but where the effect of the total of those impacts on the environment is significant.)	_____	_____	<u>X</u>
D. Does the project have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly?	_____	_____	<u>X</u>

YES MAYBE NO

E. Does the project disrupt or adversely affect a prehistoric or historic archaeological site or a property of historic or cultural significance to a community or ethnic or social group; or a paleontological site except as a part of a scientific study?

X

III. DISCUSSION OF ENVIRONMENTAL EVALUATION

A. Project Description (brief):

See attached.

B. Mitigation Measures (may be attached to this Study separately):

C. Other Relevant Information (may be attached to this Study separately):

D. Comments Received (may be attached to this Study separately):

IV. DETERMINATION

On the basis of this initial evaluation:

☒ It is found that the proposed project COULD NOT have a significant effect on the environment, and a NEGATIVE DECLARATION will be prepared.

☐ It is found that although the proposed project could have a significant effect on the environment, there will not be a significant effect in this case because the mitigation measures described on an attached sheet have been added to the project. A NEGATIVE DECLARATION WILL BE PREPARED.

☐ It is found that the proposed project MAY have a significant effect on the environment, and an ENVIRONMENTAL IMPACT REPORT is required.

Date: March 21, 1986

Signature: 

Project Description:

The proposed downtown plan does not include any phase for development of land within the plan area at this time. For this reason, the proposed plan would not in itself create any environmental impacts. The following discussion is related to potential impact that could result from ultimate development of the plan area with the uses proposed.

Land use changes are proposed in the railroad corridor to benefit and beautify the downtown core. The land use changes proposed are actually less intense than the existing land use designations. The current designation is for industrial development. The proposed changes are as follows:

1. Retail commercial use of a historical building currently used for industrial purposes.
2. Change in the designation of a vacant parcel from Industrial to Open Space and Public Facilities for development as a downtown plaza and overflow parking.

The concept behind the proposed changes is development of a farmers' market/retail center with access to a landscaped plaza where downtown events could be held and overflow parking.

I. Explanations of all "Yes" and "Maybe" answers.

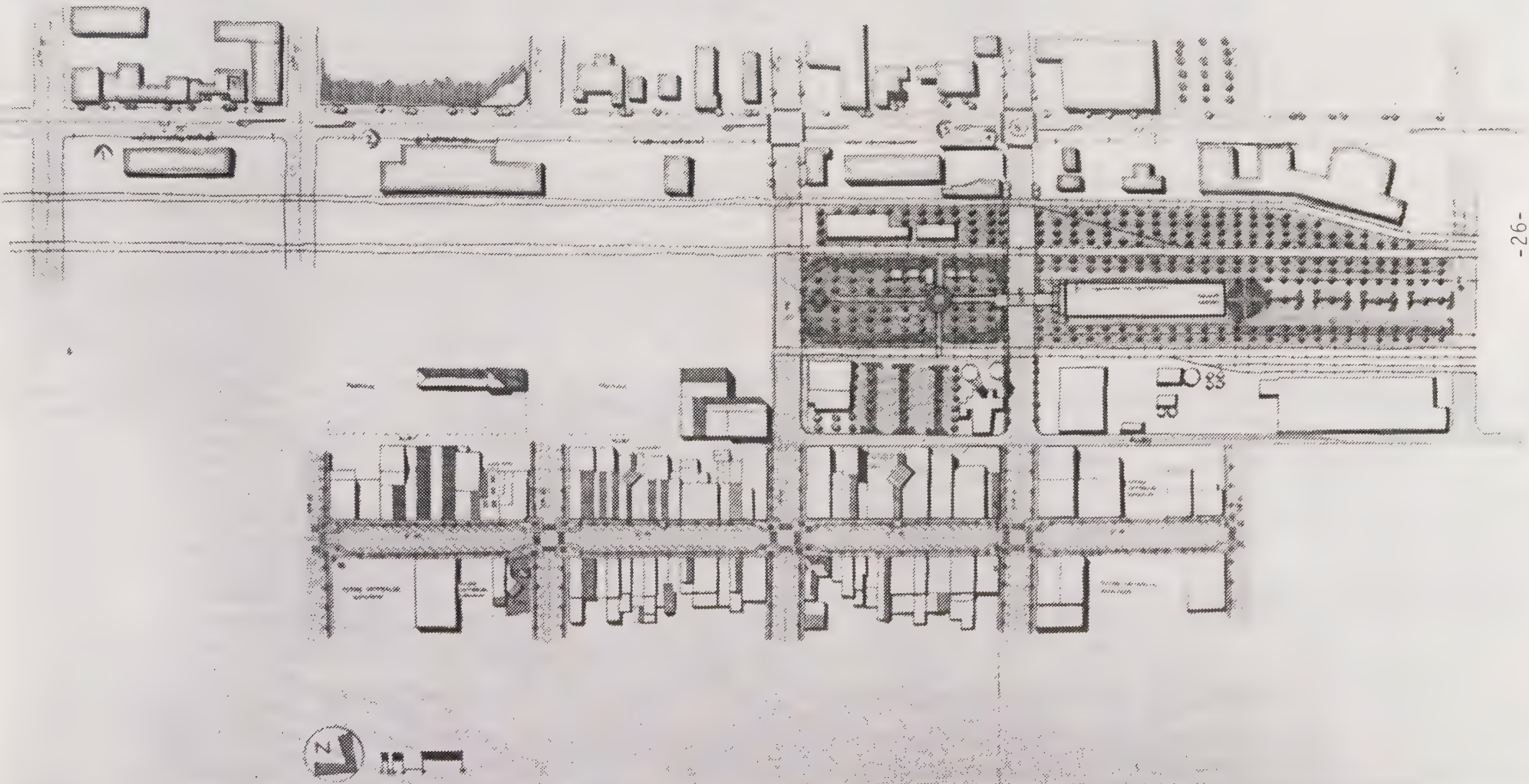
- A. 2. Development of the vacant parcel would involve disruptions, displacement, compaction, and overcovering of the soil. A portion would be bermed and landscaped. Another portion would be paved for parking.
3. Berming of landscaping would change the flat topography.
- C. 2. Overcovering of the soil with paving will cause changes in the absorption rates, drainage patterns, and rate and amount of surface water runoff. The open space development, in conjunction with the paving, provides a means for on-site drainage of water. All properties are required to be graded and extra water directed to the City's storm drainage system.
- F. 1. Traffic generated from parking lot development of the property, which is currently vacant, will increase existing noise levels, however, not in excess of what levels could be anticipated if developed under the current industrial zoning. Development of the existing structure to retail uses would not increase noise levels from what is now experienced with existing industrial uses. Residential uses are not in close proximity to this area.
- G. Addition of lighting will increase light and glare. Lighting is required to be hooded and to not glare on adjacent properties.
- H. 1. The subject area has in the past and is currently designated for industrial use. The current proposal would change the designation to Retail Commercial and Open Space and Public Facilities. There is more than sufficient properties designated for industrial development in Reedley. The proposed change will provide a means of commercial expansion for a downtown which is currently built out.

- J. 1. Indications are that the existing industrial building was used at one time as a storage facility for pesticides and other chemicals. Any use of this building which would encourage the gathering of people, food handling or such, as proposed, would require a detailed environmental evaluation to determine the safety of the structure and its surrounding environs in conformance with the Safety Element of the General Plan.
- M. 1. Development of a parking lot would create additional vehicular movement. The location of the parking is between two major streets, 10th and 11th Streets.
- 2. Development of the existing industrial building into a retail center would create a need for additional parking. Parking would be required on the existing site and would also be provided on the adjacent parcel.
- 4. Development of a retail center would encourage pedestrian traffic to a wider area than now prevalent in the downtown area. Development of public improvement between "G" and "I" Street across the railroad corridor would encourage pedestrian traffic to the Community Commercial use at the intersection of "I" and 10th Street. Pedestrian amenities would be required as a condition of approval to development in this area.
- 5. A consideration of this study may be to research relocation or consolidation of the rail lines through downtown Reedley. The train traffic through the railroad corridor is limited and a partial consolidation may be feasible.
- N. 5. Development of a parking lot will create additional public facilities needing maintenance. The open space, if developed as a public facility, would also require maintenance.

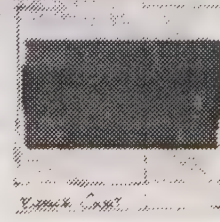
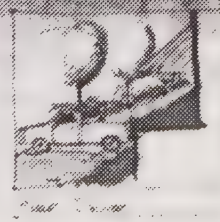
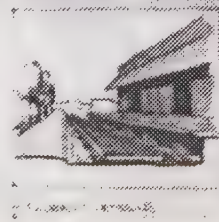
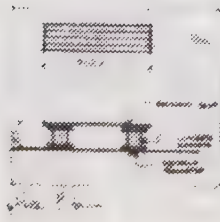
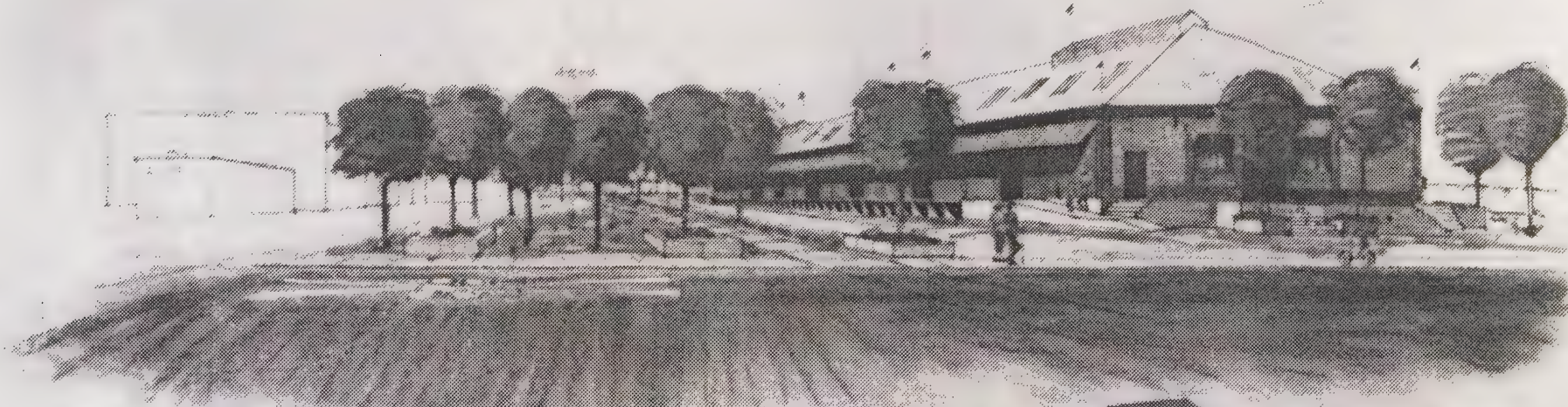
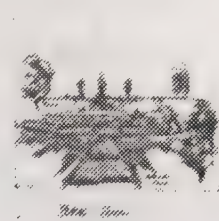
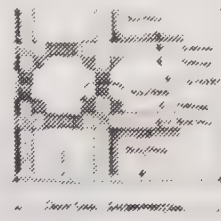
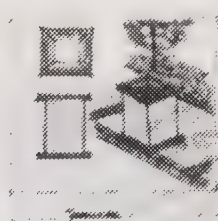
APPENDIX

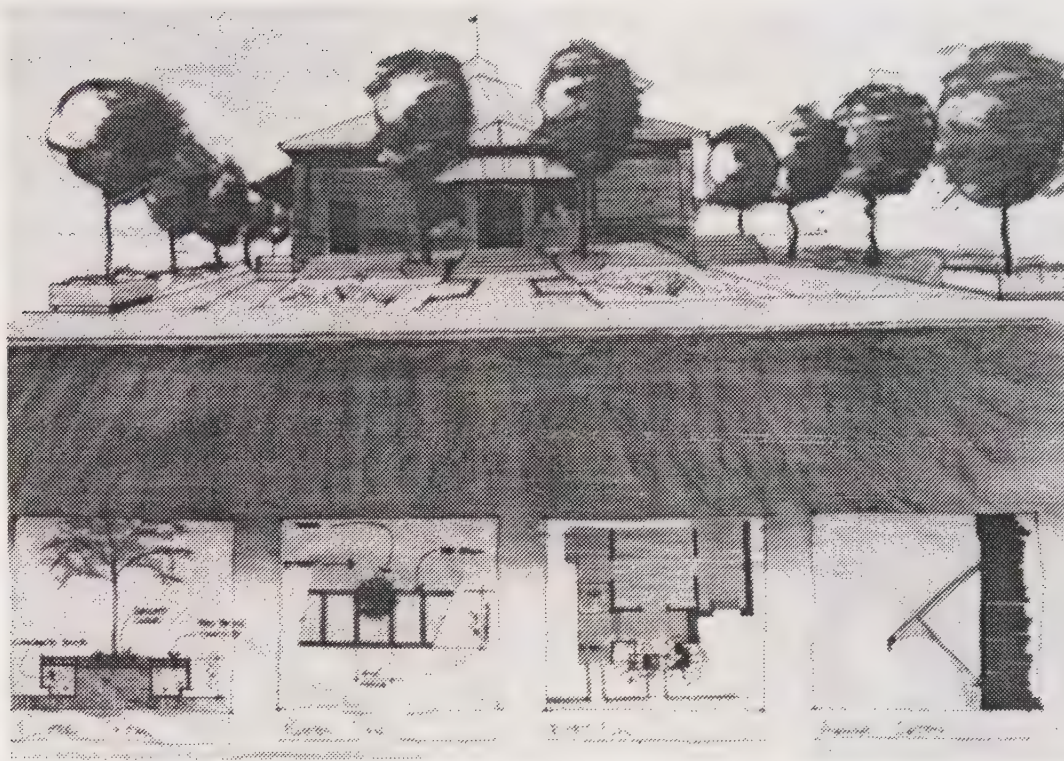
The appendix consists of support data used in preparation of the downtown study.

GENERAL OVERVIEW
OF PROPOSED DOWNTOWN DEVELOPMENT PLAN

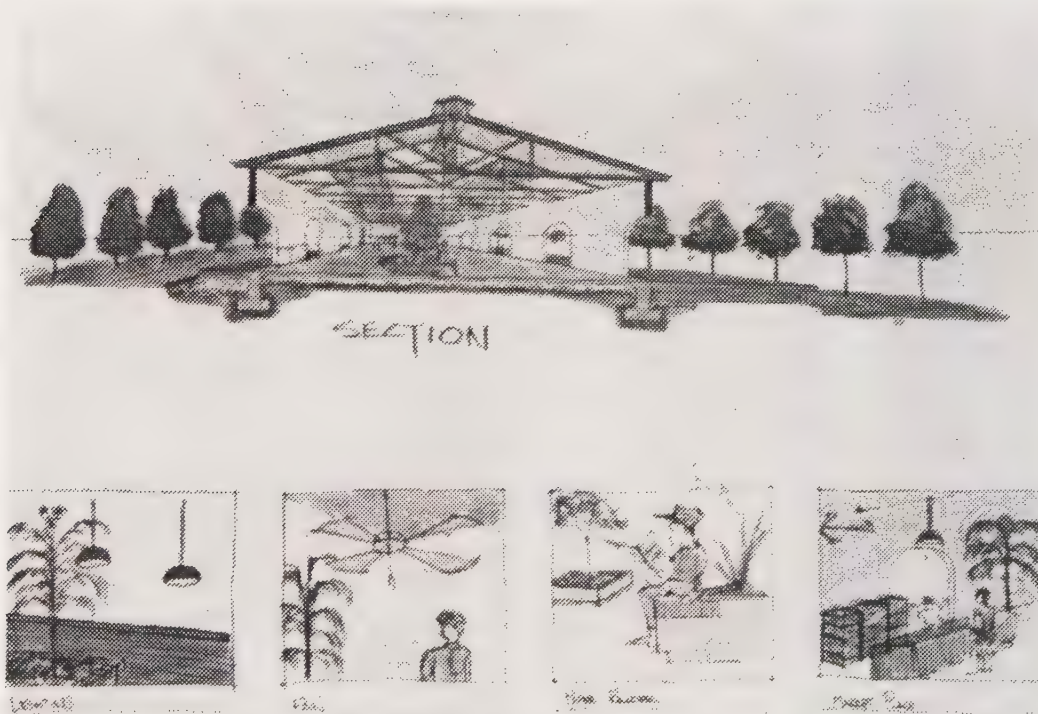


PROPOSED BEAUTIFICATION OF RAILROAD CORRIDOR INCLUDING OLD GRAINERY BUILDING ON
NORTH SIDE OF 10th STREET AND PROPOSED PARK IMPROVEMENTS ON SOUTH SIDE OF 10th STREET





EXTERNAL VIEW
OF PROPOSED
FARMER'S MARKET
(CURRENTLY A
GRAINERY) WITH
EXTERNAL
AMENITIES



INTERNAL VIEW
OF PROPOSED
FARMER'S MARKET
WITH INTERNAL
AMENITIES

"G" STREET / WEST ELEVATION - 11th TO 10th STREET
SOUTH TO NORTH

"G" STREET / WEST ELEVATION

- HOWELL STATIONERY.....
- E & D BARBER SHOP.....
- VALLEY LAND AND INVESTMENT CO.
- THE TOGGERY
- REEDLEY CAMERA SHOP.....
- CLASSIC FASHIONS.....
- BOOTS CLUB.....
- CORTEZIA STYLING SALON.....
- VIC'S BARBER SHOP.....
- FOUR STAR TV.....
- NEWTON AND SONS REAL ESTATE.....
- PENNER BROS. PARTS CO.
- KINGS RIVER STATE BANK.....
- N'S SHOPPE.....



"G" STREET/EAST ELEVATION - 11th TO 12th STREET
NORTH TO SOUTH

BANK.....

PROFESSIONAL BUILDING.....

WARDS.....

RICHARD'S CLOTHING.....

ANTHONY DRUGS.....

REEDLEY EXPONENT.....

RELIABLE SHOE STORE.....

DIANNE'S HEALTH FOOD.....

REEDLEY GLASS SUPPLY.....

LEE ELECTRIC.....

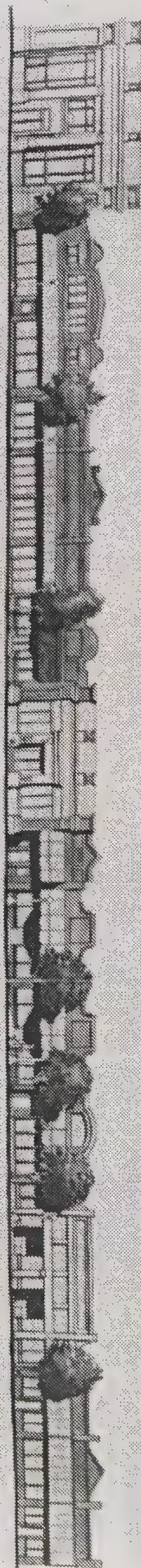
WHITE WATER TAVERN.....

PINKERTON ASSOCIATES REAL ESTATE.....

U.S. ARMY RECRUITING.....

REEDLEY FLOWER SHOP.....

G STREET / EAST ELEVATION



REEDLEY HARDWARE.....

 PONDEROSA TV AND JEWELRY.....

 SPORTS WORLD.....

 SEARS.....

 ALL-AMERICAN KIDS.....
 KLASSEN, BLOYD AND SHEARIN INSURANCE..
 KINGS RIVER LAW OFFICE.....

 SAM'S SHOE STORE.....
 THE DANCER'S PLACE.....
 THE GIFT BOX.....

 VACANT.....
 REEDLEY PHARMACY.....

 PREHEIM'S JEWELER'S.....

 TAYLOR CO.....

 MANNING'S JEWELRY.....

G STREET / WEST ELEVATION



"G" STREET / WEST ELEVATION - 12th TO 11th STREET
 SOUTH TO NORTH

"G" STREET/WEST ELEVATION -- 13th TO 12th STREET
SOUTH TO NORTH

G STREET / WEST ELEVATION

JADOON'S

VACANT

HARMONY HOME FURNISHINGS

LARSON REALTY

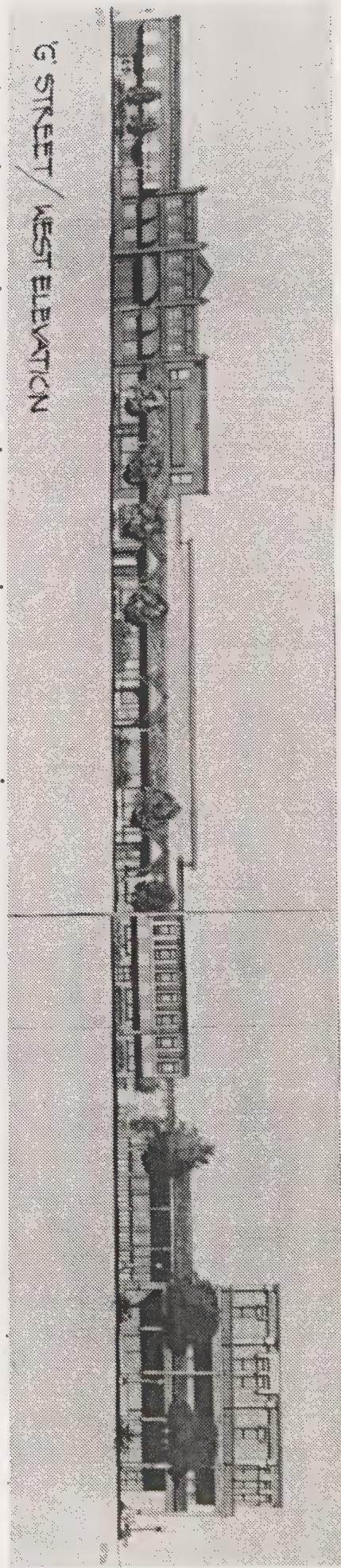
W. K. TAWA CO. INC.

GROUP W CABLE

PROPOSED PARKING/STREET ACCESS...
WITH RETAIL STORES

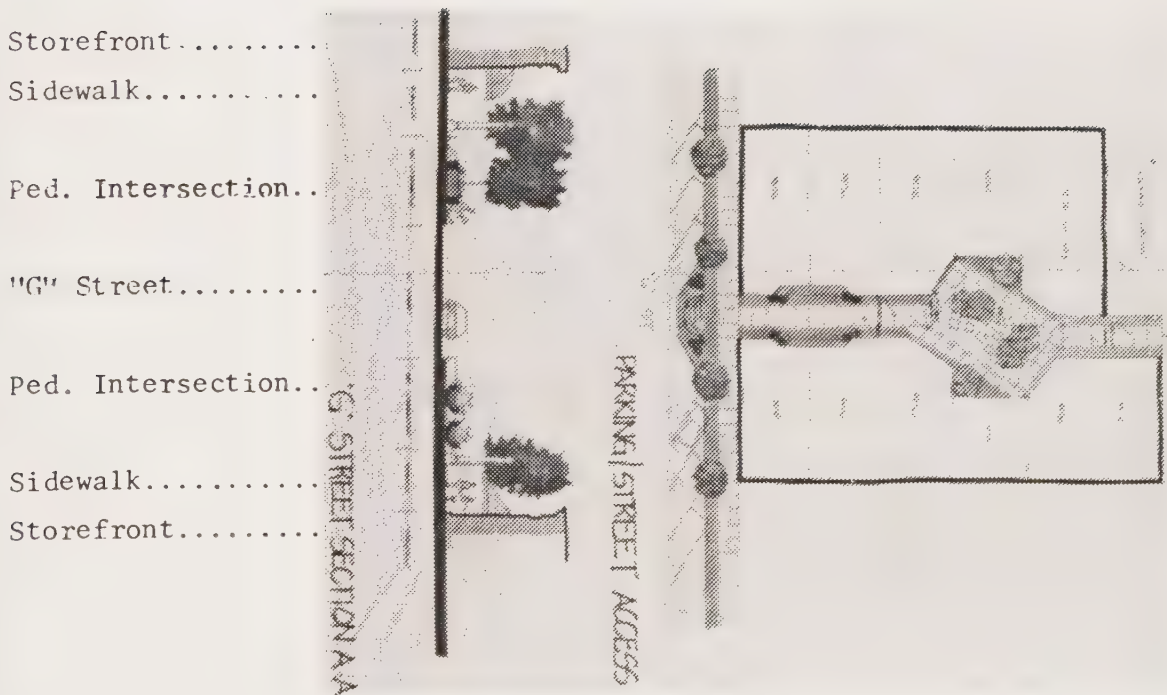
LOCKSMITH

L & H SANDWICH SHOP



Detailed view of parking/street access on "G" Street between 11th and 12th Street and 10th and 11th Street. Parking/Street access would include retail shops on either side and an atrium in the center.

Ground level view of "G" Street with proposed street treatment



Review by Other Agencies

At the initiation of this study, various agencies were contacted for their views in consideration of the ideas expressed by the architectural students.

The Parks and Recreation Director and Parks and Recreation Commission were asked to review and comment on the feasibility of implementing the park idea. The Parks and Recreation Commission responded that they were opposed to development of a park in the railroad corridor in concern over safety, lack of funding, and the commercial potential of the property. Also mentioned was the belief that the park would not be used by the public because of its distance from the downtown.

Letters were then sent to the Chamber of Commerce, Reedley Downtown Association (RDA), and the Historical Society posing some of the questions raised by the Parks and Recreation Commission and City staff members. The Chamber of Commerce, the RDA, and the president of the Historical Society responded that with some modifications the uses proposed would benefit the downtown area.

Recommendations were for development of the vacant parcel in the railroad corridor to open space in a passive use rather than park type development, and to use a portion of the area for overflow parking. All comments were, generally, supportive of the farmers' market concept.



September 17, 1935

Vi Grinsteiner
Planning Director
City of Reedley
845 "G" Street
Reedley, CA 93654

RE: Reedley's Downtown Design Plan

Dear Vi:

I apologize for the delay in submitting the Chambers answers to the questions asked concerning the Downtown Design Plan.

I have found that the concept is a very controversial one, but I believe the suggestions below are a consensus of opinion from my board and business people I have discussed the proposal with. Questions and answers are as follows:

1. If a park would be located in the area proposed, how would it benefit the downtown area?
 - a) Promotions directly benefiting the downtown area could be held there. The additional traffic and people within the park area would automatically stimulate more business.
2. Would it be in a location which would be convenient to use for downtown events?
 - a) I believe it would be. Any activity generated within the general boundaries of downtown would create more business.
 - b) With city parking in between the park and downtown shopping it would afford the public the best you can offer with convenience being the key.
3. Since it is behind "G" street and removed from the main shopping area, how would it be used for promotions or events?
 - a) Arts and Crafts shows and fashion shows.
 - b) Picnics, luncheons and BBQ's.
 - c) The City-wide yard sale (a better location for parking).
 - d) Organizational functions.
 - e) The possibility of a Wine & Cheese Festival.
 - f) The list could go on and on.

2) Downtown Design, continued

4. Would use of the park be inhibited by the lack of rear entries and the separation by the parking lots and the railroad tracks?
 - a) I think you would find that this would not be a barrier. I think you must consider that most of the activity in a park of this design would probably be used mostly in summer evenings, and weekends.
 - b) Those persons that will utilize shopping from that vantage point will do so anyway. I think you would also see many of your businesses fix-up their rear entrances to accomodate the public.
5. Would beautification of the frontages of 10th and 11th streets between the railroad be a good alternative to a park?
 - a) NO! It would be an excellent addition to the park. Any beautification to the City will enhance the City and the downtown shopping area.
6. In what ways would a farmers' market located in the building located north of 10th street benefit the area?
 - a) Local produce is something rarely seen in local stores. It is usually shipping out. A Farmers Market would be benefical as the local agriculturists would be able to sell the remaining unsold fruit and vegetables to the local people who would flock to the market to buy. It has been tested elsewhere with great success
 - b) During the off-season many other activities could be held there that would benefit the town.

It is also the opinion of the Reedley Chamber of Commerce that the activities planned for the park area should be in good taste and done with great care so as to discourage the use of the park by small children. This area should be designed as a "GREEN BELT" area and NOT a playground. Great care should be taken to protect the public from encroachment on the tracks. The park could be a great asset to the City if planned and developed properly.

I hope the foregoing answers your questions adequately. Thank you for the opportunity to respond.

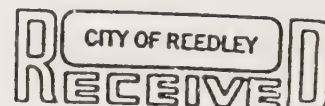
Sincerely,



Noel Knight, Jr.
Executive Director



REEDLEY DISTRICT CHAMBER OF COMMERCE
1724 11TH STREET
REEDLEY, CALIFORNIA 93654



June 17, 1985

City Council
City of Reedley
845 "G" Street
Reedley, CA 93654

JUN 18 1985

Gentlemen:

This letter is to inform you of a motion passed at our June 13th meeting. The board of directors of the Chamber of Commerce voted to support the position the Council has taken on the undeveloped area between 10th and 11th Streets and between the railroad tracks between G and I Streets. We recommend that you do whatever necessary to see that this area be kept free of commercial development until the City has a general plan to designate that area an open space.

It is our wish to work with the City to provide a healthy business district and enhance the beauty of our town.

Sincerely,

Kathleen Gilmore
Secretary

cc: Reedley Downtown Association
Vi Grinsteiner



Reedley Downtown Association, Inc.

P.O. Box 615
Reedley, CA 93654

(209) 638-2024

September 1, 1985

Ms. Vi Grinsteiner
Reedley City Planner
834 "G" Street
Reedley, CA 93654

Dear Ms. Grinsteiner:

The Reedley Downtown Association, Inc. would like to suggest an alternative for the proposed area between the railroad tracks of 11th and 10th streets.

The area could be effectively used for additional parking for the downtown area. The parking lot should be surrounded by trees to enhance the green belt concept and make the entrance to our downtown area more pleasant.

Thank you for your consideration of this proposal.

Sincerely,

Richard Bedoian
President



Reedley Downtown Association, Inc.

P.O. Box 615
Reedley, CA 93654

(209) 638-2024

June 4, 1985

City Council
City of Reedley
845 G Street
Reedley, CA 93654

Gentlemen:

The board of directors of the Reedley Downtown Association has asked me to write to you regarding a motion passed unanimously at our June 4, 1985 meeting. The motion is as follows:

We request of you and recommend to you that the City of Reedley consider setting aside that currently undeveloped area between 10th and 11th Streets and between the railroad tracks between G and I Streets as open space. We request that you do whatever is possible to be sure that no commercial development takes place in this area until the City has considered the advisability of general plan amendments to officially designate that area an open space.

In our discussion of this topic, the board agreed that using this location for further commercial development would detract from the downtown beautification for which we have obtained substantial block grant funds. It was also the agreement of the board that, before permanent commercial development makes it impossible, the City should consider allocating some of those block grant monies for the improvement of this open space.

Thank you for your consideration of our recommendation.

Sincerely,

Richard Bedoian,
President

RER/jc



CITY OF REEDLEY

☐ POLICE SERVICES
843 G STREET
REEDLEY, CA 93654-2697

☒ CITY HALL
845 G STREET
REEDLEY, CA 93654-2696

☐ PARKS AND RECREATION
100 N. EAST AVENUE
REEDLEY, CA 93654-3103

TELEPHONE
209-638-6881

CITY COUNCIL
DR. LAWRENCE R. WILDER
MAYOR
EMERIL L. HUEBERT
MAYOR PRO TEMPORE
CHARLES Y. TAGUCHI
RONALD H. NISHINAKA
RAY SOLENO

July 30, 1985

(SAME LETTER TO REEDLEY DOWNTOWN ASSOCIATION)

Noel Knight, Executive Director
Chamber of Commerce
1724 11th Street
Reedley, CA 93654

Dear Mr. Knight:

Re: Reedley's Downtown Design Plan

As the Chamber of Commerce is aware, the City is conducting a study to determine if it is feasible to implement ideas presented by architectural students in their downtown design plan. The Chamber of Commerce has supported an element of this plan which would be a park in the area between the railroad tracks and 10th and 11th Streets. To help in the City's review of this matter, would you please discuss with your board the following considerations and any other ideas that arise from your discussions:

1. If a park would be located in the area proposed, how would it benefit the downtown area?
2. Would it be in a location which would be convenient to use for downtown events?
3. Since it is behind "G" Street and removed from the main shopping area, how would it be used for promotions or events?
4. Would use of the park be inhibited by the lack of rear entries and the separation by the parking lots and the railroad tracks?
5. Would beautification of the frontages of 10th and 11th Streets between the railroad be a good alternative to a park?
6. In what ways would a farmers' market located in the building located north of 10th Street benefit the area?

Your board's reactions and input to these questions would be appreciated. If you have any other comments or concerns which might help in our evaluation of this area as a park, please let me know.

We would appreciate your earliest response as your comments will be a part of the study.

Sincerely,

A handwritten signature in black ink, reading "Vi GRINSTEINER". The "Vi" is written in a cursive style, and "GRINSTEINER" is in a more blocky, uppercase style.

Vi Grinsteiner
Planning Director

VG/fw

P-85-192

Reedley Historical Society

Established in the Bicentennial Year

P.O. Box 877
Reedley, CA 93654
(209) 638-1913



Reedley Museum
1752 10th St.
Reedley, CA

August 9, 1985

Vi Grinsteiner, Planning Director
City of Reedley
845 G Street
Reedley, CA. 93654

Dear Vi:

Our Board of Directors will not meet again until September 17, so an official reply to your letter of July 30 will have to wait. But I can respond to one point among the ideas your letter posed.

We currently have plans to fence in an area near our museum for a display/storage of historic farm implements and such. We are only waiting for a grant from General Telephone to begin. But, it will be a limited area.

The Board has not discussed the concept of the park in the railroad property between 10th and 11th Streets, nor have we considered the idea of a farmer's market in the old grain warehouse. Personally, I like the ideas. The railroad property is currently an eyesore, especially for neighbors such as our museum, and for the city parking lot. Maybe that would stimulate the businesses along the west side of G Street to dress up their "backsides." And, the "fruit basket of the nation" could certainly use a fresh produce supermart for local buyers. It would save numerous trips into the countryside to buy specifics at widely separate roadside stands, some of which don't do well because of isolation.

Well, there's an immediate if unofficial response. If you can wait, more later.

Cordially,

A handwritten signature in cursive script, appearing to read "Don".

Don Fillmore
President
Reedley Historical Society



CITY OF REEDLEY

☐ POLICE SERVICES
843 G STREET
REEDLEY, CA 93654-2697

☒ CITY HALL
845 G STREET
REEDLEY, CA 93654-2696

☐ PARKS AND RECREATION
100 N. EAST AVENUE
REEDLEY, CA 93654-3103

TELEPHONE
209-638-6881

CITY COUNCIL
DR. LAWRENCE R. WILDER
MAYOR
EMERY L. HUEBERT
MAYOR PRO TEM
CHARLES Y. TAGUCHI
RONALD H. NISHINAKA
RAY SOLENO

July 30, 1985

Mr. Don Fillmore
Historical Society
P. O. Box 877
Reedley, CA 93654

Dear Mr. Fillmore:

Re: Downtown Design Plan

The City is conducting a study to determine the feasibility of implementing ideas presented by architectural students in their downtown design plan. One of the ideas was for a park between the railroad tracks and 10th and 11th Streets and for use of the old grain building on the north side of 10th Street as a farmers' market. I have heard comments, that in conjunction with a farmers' market use and possible park, a display area for historical agricultural equipment and any other large items which could be displayed out of doors would be desirable. I would appreciate any comments, suggestions, or concerns the Historical Society may have regarding the uses proposed and also an indication of whether there is any official interest in an outside display area of historical items. If you have any other ideas or interests, please feel free to let us know.

The design plans are on display at the Opera House if you have not had the opportunity to view them. We would appreciate your earliest response as your comments will be a part of the study.

Sincerely,

Vi Grinsteiner
Planning Director

VG/fw

P-85-193

TO: Vi Grinsteiner, Planning Director

FROM: Mike Stallings, Director of Parks and Recreation *MS*

RE: Downtown Park

DATE: August 21, 1985

On a 4-1-1 vote the Parks and Recreation Commission is apposed to the development of a downtown park in the railroad corridor. The reasons were many; some of which when answered may change the Commission's opinion.

The reason voiced most was safety. There was concern over protection from the tracks and access from the existing parking lots. Secondly was the lack of available financial resources to other park facilities before funding new facilities. Because of other park priorities and limited funding sources, there is currently no state or federal money for this category of park. Also there was a feeling that the community would be better served if the corridor was developed commercially.

Another concern is that of the public's perception of the facility. The railroad corridor park would be situated an equal distance from downtown as Pioneer Park now is. I would still see the public avoid the facility as it currently is on downtown special events at Pioneer Park. The potential of the park though is exciting if some public-oriented activities are planned adjacent to the facility.

As the Parks and Recreation Director I see long term potential at the site. If the adjacent building is developed as a public entity (Farmer's Market, small shops, fun zone), the park itself would be a combination parking lot, large picnic area, band shell and passive use, or "water experience" based on a railroad theme.

I do have the following concerns:

1. Is the planned facility (park and building) based upon the current needs of those it will serve, as well as future needs?
2. Has a study of similar facilities been done?
3. Will the design of the park be given high priority?

Please call me with any questions.

TO: Parks and Recreation Commission

FROM: Mike Stallings, Director of Parks and Recreation

RE: Emergency Action Item

DATE: July 19, 1985

Attached is a letter from Vi Grinsteiner, Planning Director, concerning a downtown park site. Your assistance is needed in evaluating this site as to viability as a park.

Vi has ask some important questions that the Commissioners need to consider. Please take a few minutes to review this proposal then give me a call with your ideas or concerns. Staff's answers to these questions are:

1. Yes, the soil can be made fertile.
2. There are no particular problems with the location but the decision for a need for the park in this area is your concern as a Commissioner.
3. Yes, there would be additional maintenance and personnel costs. The additional park space would add to the total acreage including a new Rotary Field, new Park at Columbia and Cypress, expansion at Cricket Hollow and the rehabilitation of Reedley Beach.
4. There are two State and one Federal competitive grants opportunities available. If the City had a Quimby Act (land development fee), these funds could be used for the purchase and maintenance of parks developed in this area.
5. Alternative of a minimum twenty year long-term lease agreement is a viable possibility.
6. Facility and uses of the site would be your determination as a Commissioner.

Please let me know of your concerns on this subject by July 26, 1985.

cc: Tom Butch, City Manager
Vi Grinsteiner, Planning Director

MS:mkb



CITY OF REEDLEY

TO: Mike Stallings, Parks & Recreation Director

July 17, 1985

FROM: Vi Grinsteiner, Planning Director

RE: Potential Park Site

A downtown design plan completed through a student architectural team proposed the idea of a downtown park as a focal point for downtown and also as a means of beautification of the railroad corridor in the downtown area. A moratorium is now in place until a study is completed on the viability of implementing the students' ideas. The area proposed as a park is shown on the attached map.

Your assistance is needed in evaluating the proposed park site as to its viability as a park. Please review this site and notate any comments or concerns you may have. Some questions that come to mind are as follows:

1. The ground in the area appears to be sterile. Can it be made fertile?
2. In your opinion, is there a need for a park in this area? Are there any particular problems with the location that you can foresee?
3. Can your department handle another park if it is a City park and would there be additional maintenance or personnel costs? Can you think of any alternatives to a City owned park?
4. Are there any funds or grants available that could be used for purchase of park land in this area?
5. Have you ever administered a park that was on a lease basis rather than City owned? What are your thoughts on this alternative?
6. What kind of facilities or uses would you propose for a park in the proposed location?

If there are any other considerations you can think of which I might have missed, please let me know. Your comments will be part of the study and will be used as a basis for determining the viability of a park in this area.

P-85-177

GENERAL PLAN



ZONING MAP

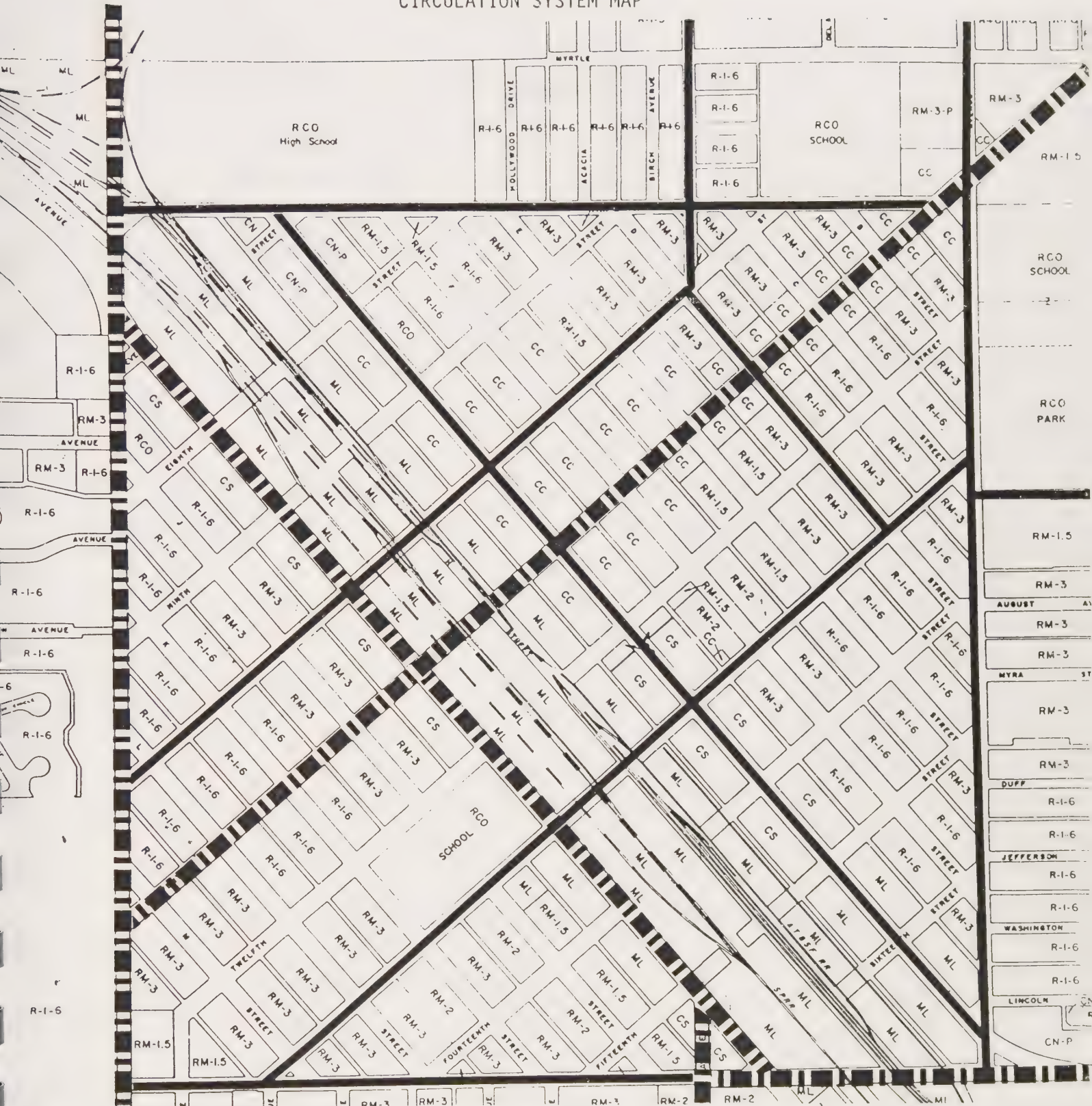


NEIGHBORHOOD COMMERCIAL
CENTRAL COMMERCIAL
COMMERCIAL SERVICE
INDUSTRIAL
R. C. O.

LAND USE



CIRCULATION SYSTEM MAP



■■■■ ARTERIAL

— COLLECTOR

PARKING RATIO

<u>Public Parking Lots</u>		<u>On-Street Parking</u>	
10th - 11th & "H" Street	85	8th Street	29
11th - 12th & "H" Street	86	9th Street	30
12th - 13th & "H" Street	71	10th Street	78
(for trucks)	9	11th Street	54
St. Anthony's Church lot	<u>59</u>	12th Street	43
	310	13th Street	32
		"E" Street	15
		"F" Street	98
		"G" Street	<u>272</u>
			651
<u>Private Parking</u>		<u>Recap</u>	
North Avenue & "G" Street	36	Public Parking	310
Golden Edge	6	Private Parking	523
740 "G" Street	20	On-Street Parking	<u>651</u>
Dr. Wall	10		
"G" Street Medical Building	22		
County Building	8		
City Hall/Police Dept.	28		
Guarantee Savings	9		
Bank of America	54		
Cairns' lot	20		
Super Save	20		
Crocker Bank	21		
Library	20		
D.D.S., Hiashi & Ikemiya	12		
Dr. Opperman	5		
Post Office	5		
Salvation Army	15		
Jadoon's	30		
Western Union	14		
General Telephone	<u>6</u>		
	361	Total parking	1,322

*537,859 total square footage of store space divided by parking 1,322 = 406.85 square feet per parking space.

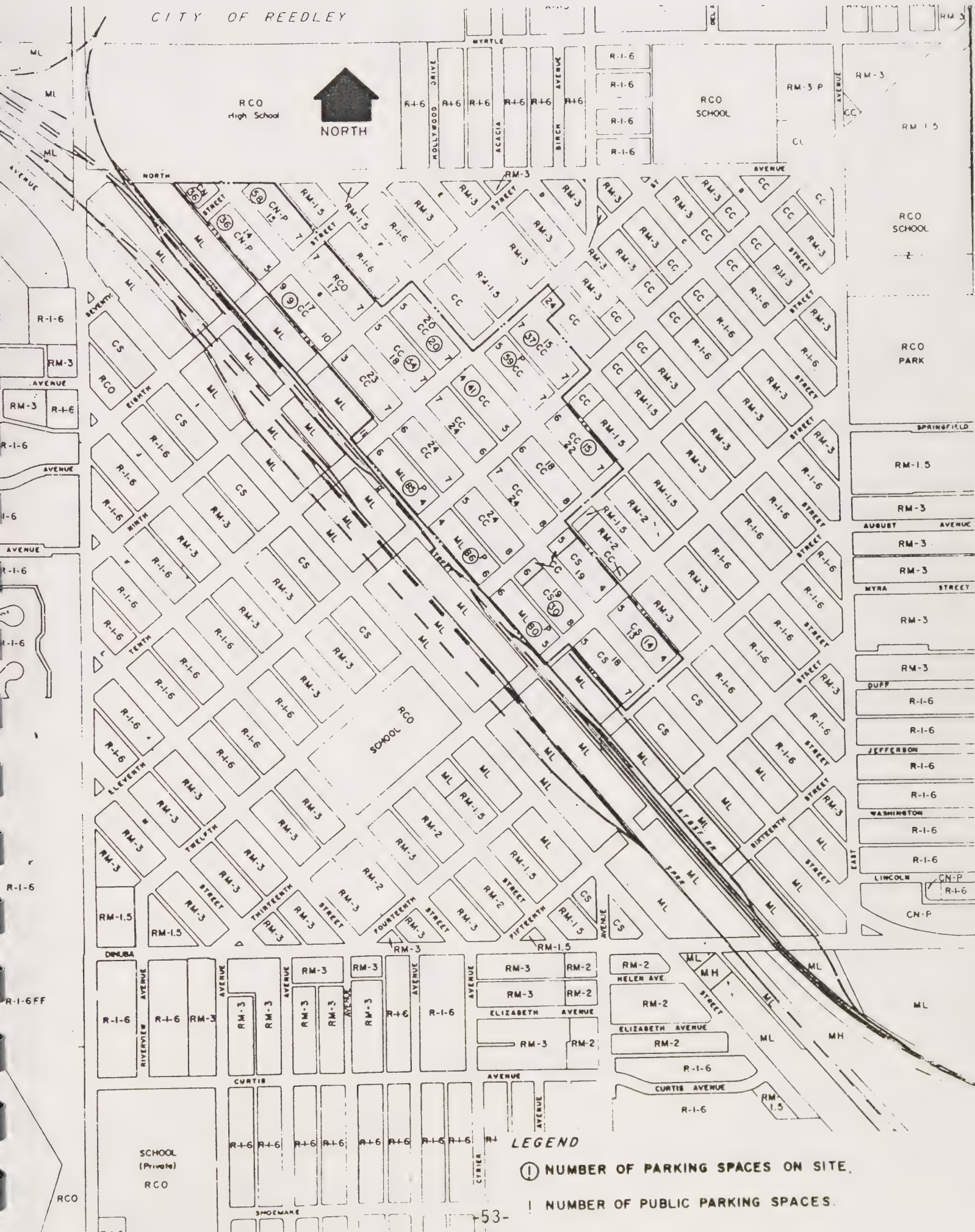
*Total from report less Ice House and Car Wash.

CITY OF REEDLEY

RCO
High School



NORTH



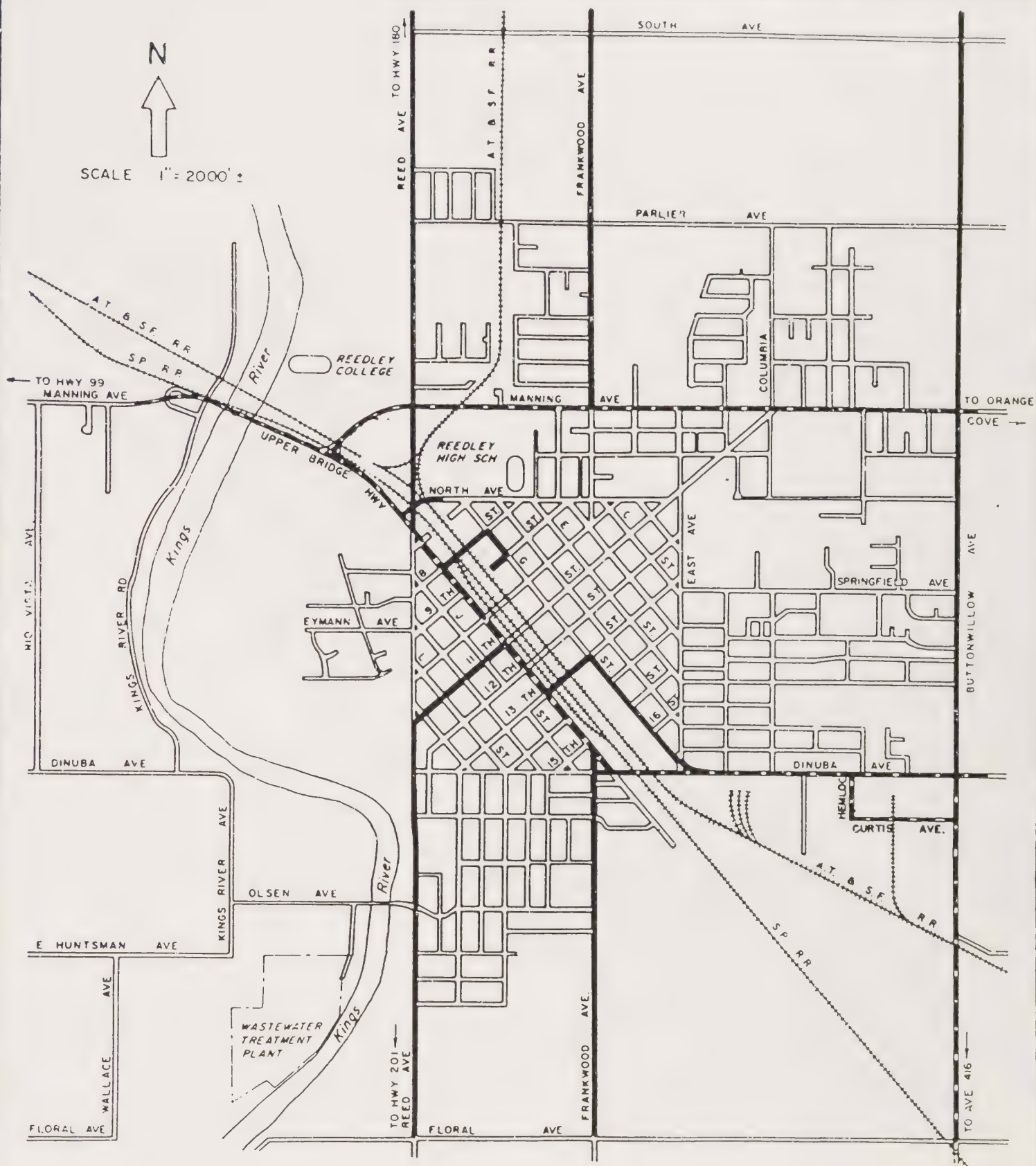
LEGEND

① NUMBER OF PARKING SPACES ON SITE.

| NUMBER OF PUBLIC PARKING SPACES.



SCALE 1" = 2000'



CITY OF REEDLEY



TRUCK ROUTES







TRUCK ROUTES DESIGNATED
FOR INTERSTATE VEHICLES.

PREPARED BY
CITY OF REEDLEY
DEPT. OF PUBLIC WORKS
845 "G" STREET
REEDLEY, CA 93654
Phone (209) 638-6881

DATE 8-2-85

PROPERTY OWNERSHIP



 PRIVATE - LOCAL (Includes Fresno, Visalia and Tulare)
 PRIVATE - NON-LOCAL
 PUBLIC
 RAILROAD

RAILROAD CORRIDOR INFORMATION

TRAIN SCHEDULE THROUGH REEDLEY

Southern Pacific Track Activity - 1 train on Tuesday, Thursday, and Saturday.

Atchison Topeka & Santa Fe Railroad Activity - 1 train per day 5 days a week.

For a one-week time period there would be 8 train trips through Reedley. The times are not consistent.

VACANT LAND IN RAILROAD CORRIDOR

There is 17.2 acres of land within the moratorium area of the railroad corridor. When the area of the railroad right of way and spur tracks are deducted, the remaining buildable area is approximately 9.5 acres.

The property of the vacant land in this area is under the ownership of the Southern Pacific Railroad. Most of the area of the Atchison Topeka & Santa Fe Railroad right of way is in "H" Street. 15.7 acres are under railroad ownership and 1.5 acres are under private ownership.

Developed land in the railroad corridor totals 4.8 acres. Of this acreage 3.4 acres are under railroad ownership and 1.4 acres are under private ownership.

VACANT LAND IN RAILROAD CORRIDOR*

Private Ownership:

400 x 100 = 40,000 square feet (1.9 acres) north of 8th Street

270 x 100 = 27,000 square feet (.6 acres) south of 8th Street

Total 67,000 square feet (1.5 acres)

Railroad:

134,200 square feet (3.0 acres) between 8th & 10th Streets

150 x 400 = 60,000 square feet (1.4 acres) between 10th & 11th Streets

150 x 360 = 54,000 square feet (1.2 acres) south of 11th Street

110 x 890 = 97,900 square feet (2.3 acres) between 11th & 13th Streets

110 x 590 = 64,900 square feet (1.5 acres) between 13th & 14th Streets

200 x 865 = 173,000 square feet (4.0 acres) between 14th & 16th Streets

90 x 400 = 36,000 square feet (.8 acres)

Total 620,000 square feet (14.2 acres)

Total Vacant Land:

Subtotal 687,000 square feet (15.7 acres)

Non-buildable Land within Santa Fe Easement:**

184,450 square feet (4.2 acres)

Subtotal 502,550 square feet (11.5 acres)

Non-buildable Railroad Spurs Estimate:

87,120 square feet (2.0 acres)

Total Buildable Land:

415,430 square feet (9.5 acres)

* Includes land within railroad right of way on the Southern Pacific Railroad.

** Does not include railroad spurs.

DEVELOPED LAND IN RAILROAD CORRIDOR

Private Ownership:

170 x 100 = 17,000 square feet (.4 acres) south of 8th Street

440 x 100 = 44,000 square feet (1.0 acres) old grainery building

Total = 61,000 square feet (1.4 acres)

Railroad:

55 x 400 = 22,000 square feet (.5 acres) Citizens Lumber

130 x 150 = 19,500 square feet (.5 acres) Dales Auto

290 x 110 = 31,900 square feet (.7 acres) Feed Store

130 x 570 = 74,100 square feet (1.7 acres) Wes Isaac industrial spaces

Total = 147,500 square feet (3.4 acres)

Total Developed

Land 208,500 square feet (4.8 acres)

PLAT MAP OF A RESIDENTIAL SUBDIVISION IN THE CITY OF ST. LOUIS, MISSOURI

Scale: 1" = 100'

North Arrow

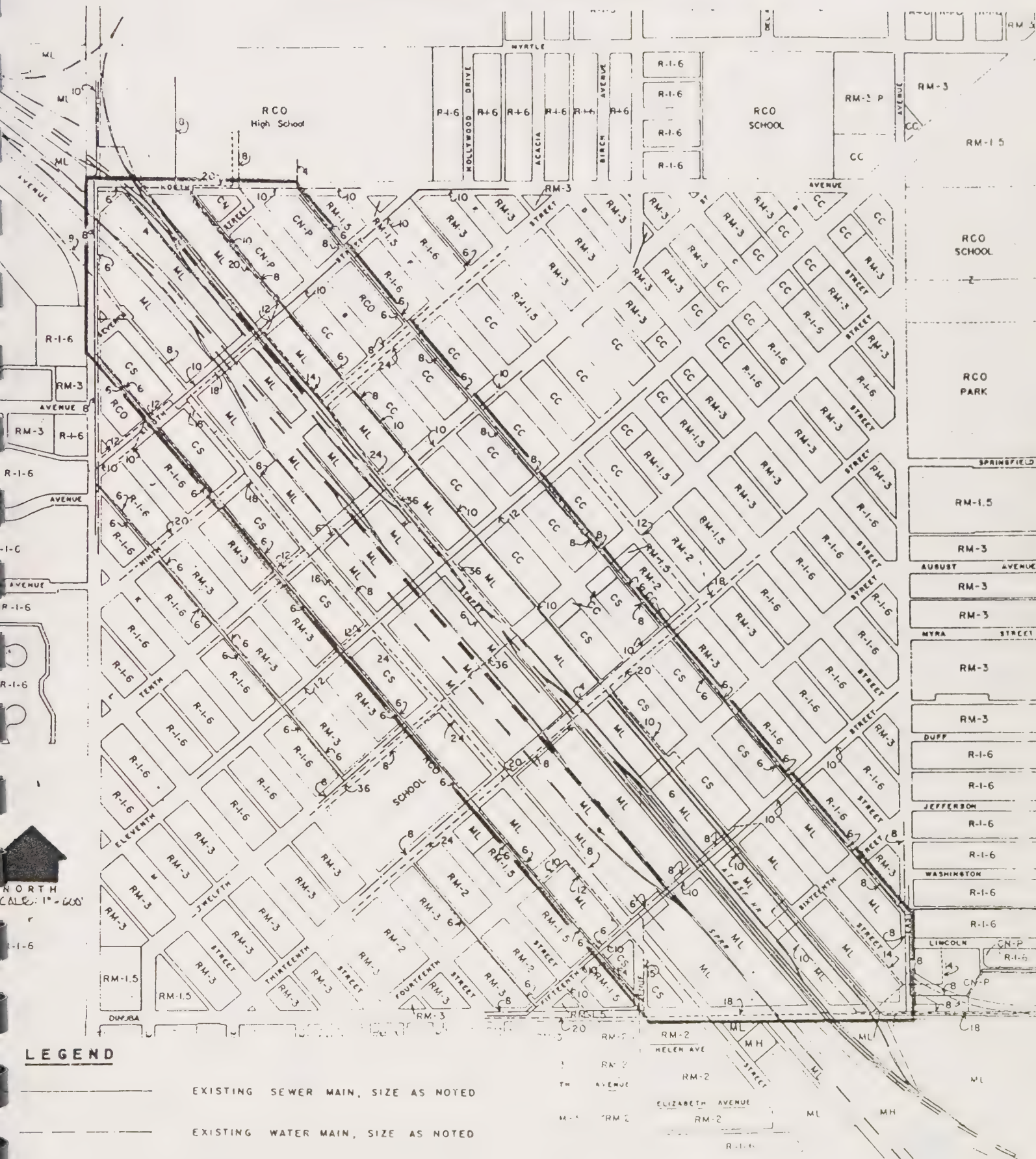
Streets shown: North Avenue, Eighth Avenue, Tenth Avenue, Twelfth Avenue, Fourteenth Avenue, Sixteenth Avenue, Myrtle Street, Birch Street, Elm Street, etc.

Zoning codes shown: R-1-6, RM-3, CC, CS, ML, etc.

Key features: RCO High School, RCO School, etc.

- 58-

EXISTING PUBLIC IMPROVEMENTS



PREPARED BY

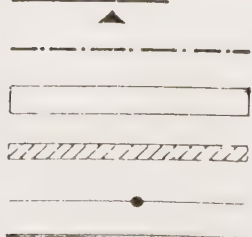
CITY OF REEDLEY
DEPARTMENT OF PUBLIC WORKS
845 G STREET
REEDLEY, CA 93654
Phone (209) 638-6881

DATE 10-15-85

PROPOSED & ON-GOING PUBLIC WORKS IMPROVEMENTS



LEGEND



RAILROAD CROSSING GATE, A.T. & S.F. R.R. - (PROPOSED)

STREETSCAPE PROJECT BOUNDARY - (PROPOSED)

1" ASPHALT CONCRETE OVERLAY AND STRIPING - (EXISTING)

RECONSTRUCTION OF H STREET - (PROPOSED)

CONSTRUCTION OF STORM DRAIN PIPE, MH. & INLETS - (PROPOSED)

INSTALLATION OF AN 8" WATER MAIN (PROPOSED)



NORTH

SCALE 1" = 600'

CITY OF REDLEY
DEPT. OF PUBLIC WORKS
BAY "C" STREET
REDLEY, CA 94068
Phone: (209) 468-2500

PUBLIC SECTOR PROJECTS COMPLETED

PUBLIC IMPROVEMENTS TO THE DOWNTOWN AREA OR BENEFITING THE DOWNTOWN
SINCE INITIATION OF REVITALIZATION IN SEPTEMBER OF 1982

<u>Approximate Revenue Expended</u>	<u>Projects</u>
\$ 15,000	County of Fresno technical assistance to implement Main Street Program
\$ 1,200	Architectural students' supplies and meals to complete downtown design and drawings
\$ 4,000	Entry sign, landscaping and maintenance at "I" Street and Reed Avenue
\$ 1,000	Directional signs to the downtown at 14 locations
\$ 1,000	Seven trash barrels replaced
\$ 1,700	Flags and holders for "G" Street
\$ 2,800	Banner for intersection of "G" and 11th streets
\$ 11,000	Christmas ornaments for downtown
\$ 19,000	Water tanks painted
\$ 2,800	New pump housing at water tanks
\$ 2,000	Remove old wall at museum
	Landscape in front of City Hall
\$ 5,000	Renovate and improve restrooms in Pioneer Park
\$ 10,000 paid for GTE Pioneers	Improve state at Pioneer Park
\$ 500	Tamper proof lights installed in pavilion at Pioneer Park
\$ 378	New picnic benches in Pioneer Park
\$246,500	Major storm drainage project and reconstructing of "H" Street from 10th to 12th Streets
\$750 to \$1,000	Pioneer Park improvements include major irrigation improvements and improved plant maintenance, pruning of large trees, and planting of winter rye to keep grass green all year

Services Provided and On-Going Maintenance

	Increased maintenance of existing facilities, including street signs and street markings
	Sweeping rear public parking lots on a daily basis and trim shrubs & trees in lots
R/R paid	Remove 11th Street railroad cantilever arm to get width for "H" Street improvement
	Temporary asphalt sidewalks on 10th Street across railroad tracks
	Reconstruction and paving 8th & "I" Streets and railroad to "I" Street
	Sidewalk maintenance and repair on "G" and side streets
	Resurfacing 11th & "G" Streets, put in water connections for streetscape
	Asphalt overlay on 13th Street from "F" Street to railroad track to "I" Street
	Replaced controller and cabinet at 10th & "G" Streets

BUILDING PERMITS FOR DOWNTOWN

<u>Permit No.</u>	<u>Date</u>	<u>Location</u>	<u>Value</u>	<u>Description</u>
5969	8/8/85	1617 11th Street	\$ 500	Coffee & Candy Co.
5956	9/19/85	936 "G" Street	500	Bank of America sign
5937	6/25/85	1010 "G" Street	300	M/B water heater
5936	6/25/85	1713 11th Street	250	Sign
5934	6/18/85	1018 "G" Street	500	Toilet
5924	6/11/85	1105 "G" Street	500	Div. building
5923	6/10/85	1159 "F" Street	0	Demolish house
5898	8/27/85	1255 "G" Street	28,000	Stairs & finish 2nd floor
5888	4/24/85	1604 11th Street	650	Sign
5851	3/22/85	1245 "G" Street	3,900	Office space
5830	3/1/85	1715 11th Street	200	Sign
5821	2/20/85	1010 & 1012 "G" Street	41,000	MCC remodel
5808	1/29/85	1159 "F" Street	181,069	Cox offices
5794	1/8/85	1060 "F" Street	15,000	Church remodel
5791	12/18/84	1726 12th Street	800	Awnings
5786	12/5/84	1010 & 1012 "G" Street	3,500	MCC remodel
5776	11/20/84	1726 12th Street	700	Awnings
5770	11/9/84	1141 "G" Street	10,000	Remodel
5765	10/30/84	1603 11th Street	5,000	Automatic teller
6072	12/85	1359 "G" Street	500,000	Remodel
6101	12/85	1001 "G" Street	29,933	Remodel
6038	12/85	1223 "G" Street	500	Remodel
6098	12/85	1608 11th Street	15,000	Reroof
6023	11/85	756 8th Street	3,601	Reroof
6058	10/85	1223 "G" Street	100	Remodel
6005	9/85	1711 11th Street	500	Remodel
5941	6/85	1302 11th Street	600	Reroof
5728	10/84	1810 13th Street	173,000	Commercial building
5711	9/84	1630 11th Street	154,167	New dentist office
5722	9/84	1810 13th Street	1,000	Remodel
5647	9/84	1810 13th Street	500	Sign

<u>Permit No.</u>	<u>Date</u>	<u>Location</u>	<u>Value</u>	<u>Description</u>
5591	8/84	960 "G" Street	\$ 5,900	Reroof
5688	8/84	845 "G" Street	1,594	Reroof
5699	8/84	1261 "G" Street	600	Electrical repair
5669	7/84	1134 "G" Street	500	Awning
5672	7/84	1752 11th Street	3,625	Refrigeration
5642	6/84	1041 "G" Street	5,500	Addition
5583	6/84	1359 "G" Street	7,600	Electrical
5664	6/84	1005 "E" Street	500	Repairs
5582	5/84	1359 "G" Street	1,640	A/C
5609	5/84	1134 "G" Street	2,050	Remodel
5610	5/84	740 "G" Street	2,050	Remodel
5635	5/84	1134 "G" Street	2,600	A/C
5566	4/84	1154 "G" Street	2,050	Remodel
5573	4/84	1107 "G" Street	5,000	Remodel
5581	4/84	1359 "G" Street	56,000	Remodel
5592	4/84	960 "G" Street	5,000	Electric
5541	3/84	1130 "G" Street	6,850	Remodel
5551	3/84	960 "G" Street	10,000	A/C
5548	3/84	1036 "G" Street	100	Sign
5489	2/84	1810 13th Street	43,250	Commerical building
5456	2/84	1754 8th Street	18,000	Electric
5512	2/84	1331 "G" Street	500	Electric
5524	2/84	1161 "G" Street	500	Remodel
5532	2/84	960 "G" Street	8,500	Remodel
5453	1/84	1754 8th Street	39,180	Remodel
5458	1/84	1615 "G" Street	2,000	Remodel
5477	1/84	1255 "G" Street	5,200	Remodel
5480	1/84	947 "G" Street	4,000	Reroof
5484	1/84	1105 "G" Street	1,000	Electric
5494	1/84	1760 14th Street	12,000	Remodel
5503	1/84	1041 "G" Street	3,400	Remodel
5491	1/84	1615 11th Street	200	Sign
5447	12/83	1359 "G" Street	500	Repair
5431	12/83	1800 11th Street	500	Sign

<u>Permit No.</u>	<u>Date</u>	<u>Location</u>	<u>Value</u>	<u>Description</u>
5350	10/83	936 "G" Street	\$ 80,000	Remodel
5391	10/83	1720 10th Street	150,000	Remodel
5381	10/83	1720 10th Street	6,700	Reroof
5382	10/83	953 "G" Street	1,000	Remodel
5384	10/83	1752 10th Street	250	A/C
5397	10/83	1330 "G" Street	2,050	Reroof
5354	9/83	1810 13th Street	129,750	Commercial building
5353	9/83	1720 10th Street	200	Electric
5355	9/83	1140 "G" Street	2,050	Reroof
5376	9/83	960 "G" Street	2,375	Reroof
5308	8/83	1052 "G" Street	15,000	Remodel
5310	8/83	953 "G" Street	950	Sign
5300	7/83	936 "G" Street	3,500	Remodel
5280	7/83	1123 1/2 "G" Street	2,020	Remodel
5213	5/83	1801 10th Street	1,000	Electric
5214	5/83	1752 11th Street	3,500	Remodel
5215	5/83	1754 8th Street	<u>250</u>	Remodel
Total Valuation			\$1,829,754	

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RESOLUTION NO. 3786

A RESOLUTION OF THE CITY OF REEDLEY CITY COUNCIL APPROVING THE DOWNTOWN STUDY WITHIN THE AREA OF THE RAILROAD CORRIDOR LOCATED BETWEEN "G" AND "I" STREETS AND BETWEEN NORTH AND DINUBA AVENUES.

WHEREAS, the City of Reedley Planning Commission, at the regular meeting of May 8, 1986, held a public hearing to consider the downtown study of which the goal is to help promote physical improvement and economic health of the central business area in the belief that a healthy business district can do more than meet the shopping needs of an area; it can furnish expanded business opportunities of area residents, provide a place for community events, and support overall city prosperity through sales tax revenue. The condition of the central business district reflects the economic health and vigor of the entire community; and the central business district serves as a focus of the community to provide an identify and, as such, is a symbol of a community's strength and quality; and

WHEREAS, the City of Reedley Planning Commission determines that the recommendation of Open Space and Public Facilities for the development of a commercial plaza and municipal parking lot on a portion of the property fronting 10th Street located within the railroad corridor between 10th and 11th Streets is important for the following reasons: 1) to provide a central focus and gathering place in the downtown area, 2) to provide a means of continuity between "I" and "G" Streets, 3) to beautify the main entries to the downtown area, 4) to provide open space for outside display and to complement and enhance any future retail development in the area, 5) to provide a catalyst for further improvements by the private sector; and

WHEREAS, the City of Reedley Planning Commission determines that one-half of the site in the railroad corridor between 10th and 11th Streets be redesignated on the General Plan to Open Space and Public Facilities to allow development of a commercial plaza and parking lot with the emphasis on parking to benefit the downtown retail area by providing additional parking and beautification on the northern one-half of the parcel fronting on 10th Street and also continues to allow for requested industrial use of the southerly one-half of the parcel fronting on 11th Street with a review and reevaluation in two years from the date of adoption of the direction taken to determine the progress of development on the site left for industrial development and to determine the progress in implementing the Open Space and Public Facilities concept and the feasibility of continuing the project and possibly increasing the area of development if the industrial development is not then a factor; and

WHEREAS, the City of Reedley Planning Commission determines that the current lease use to operate an equipment sales lot on the south side of the 10th Street frontage within the railroad corridor be allowed to continue after the proposed land use changes are instituted until such time as the area develops as proposed in the downtown study; and

WHEREAS, the City of Reedley Planning Commission has dropped from the study the policy recommendation encouraging the future commercial use of the old grainery building located in the railroad corridor between 9th and 10th Streets in the belief that that option of use could be considered at such time in the future when commercial development may be more imminent or appropriate; and

WHEREAS, the City of Reedley Planning Commission determines that the portion of the railroad corridor between 8th and 12th Streets, adjacent to the downtown core, be placed under a Planned Unit Development Overlay Zone District to achieve a higher degree of design standards than currently provided by the City Code and to assure that design sensitivity is obtained on those properties that provide an entry to the downtown core and to achieve compatibility with surrounding properties; and

WHEREAS, the City of Reedley Planning Commission determines that the recommendations in the downtown study include reaffirmation of projects already in process and continued support for these projects such as the street tree project of which the goal is to beautify, cool, and soften the downtown shopping atmosphere through planting of street trees and landscaping and to participate in providing additional public facilities such as benches for the convenience of shoppers; and

WHEREAS, the City of Reedley Planning Commission determines that the downtown study include policies for continued budgeting of public improvements including upgrading and landscaping of parking lots to help encourage the beautification and cleanup of privately owned rear entries to businesses to stimulate the better use of existing parking and the completion of "H" Street, and participation in the improvement of the commercial plaza and parking lot; and

WHEREAS, the City of Reedley Planning Commission determines that the downtown study adopts as policy the preparation of a Historic Preservation Element of the General Plan to provide direction for the enhancement of Reedley's downtown as a historic center and protection of the historic integrity of the downtown core and, further, to help in developing a regional and community awareness of Reedley's historical character; and

WHEREAS, the City of Reedley Planning Commission determines that the downtown study adopts as policy the commitment of staff time in providing and maintaining demographic information and coordinating between agencies to provide information to benefit retail businesses and to provide retail sales information specific to the downtown area, the purpose of which is to provide access to information, which will be beneficial to the business community in regard to demographic trends, life-style changes, marketing, and other small business needs; and

WHEREAS, the City of Reedley Planning Commission determines that the downtown study adopts a policy to explore financing tools such as redevelopment to help provide a portion of the financial means of upgrading the railroad corridor and the ability to offer development incentives and return the funds generated from improvements to the community for additional improvements; and

WHEREAS, the City of Reedley Planning Commission determines to explore and research feasibility of the removal and abandonment of underutilized or unused rail lines within the railroad corridor to facilitate better use of property and cleanup of the area in the boundaries of the study area when it is possible to achieve such without inconveniencing or limiting existing or potential rail users in the area; and

WHEREAS, the City of Reedley Planning Commission approved the downtown study; and

WHEREAS, the City of Reedley City Council concurs with the findings of the Planning Commission.

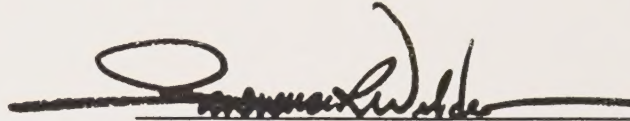
NOW, THEREFORE, BE IT RESOLVED by the City of Reedley City Council that the downtown study in reference to the area within the railroad corridor bounded by "G" and "I" Streets and Reed and Dinuba Avenues be hereby adopted by Resolution No. 3786. Motion carried by the following vote:

AYES: Councilmen Taguchi, Huebert, Croissant and Mayor Wilder.
NOES: Councilman Soleno.

ABSTAIN: None.

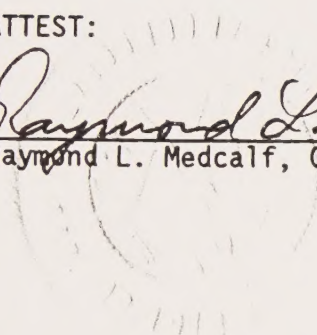
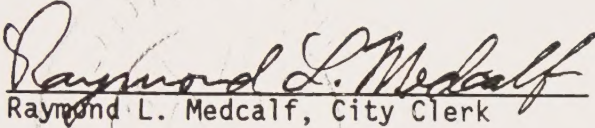
ABSENT: None.

PASSED, APPROVED, AND ADOPTED this third day of June, 1986.



Lawrence R. Wilder
Mayor of the City of Reedley

ATTEST:



Raymond L. Medcalf, City Clerk

U.C. BERKELEY LIBRARIES



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